

With Eyes on November Elections, Solons Fall in Love With AM. TV

THERE IS STILL TIME TO ENTER

The Billboard 16th Annual

RADIO AND TELEVISION PROMOTION COMPETITION

Deadline Has Been Extended One Week
to February 7, 1954

Write today for your entry blanks

PROMOTION COMPETITION

The Billboard, 1564 Broadway, New York 36, N. Y.

DIVISIONS

Audience Promotion
Merchandising Promotion
Sales Promotion

CATEGORIES

Radio Stations
50,000 watts
5,000 to 20,000 watts
250 to 1,000 watts

Television Stations
Markets of 1,000,000 or more
population
Markets of 500,000 to
1,000,000 population
Markets of under 500,000
population

60 New Clients Join America Research Group

NEW YORK, Jan. 9.—American Research Bureau has enjoyed a considerable upswing in its clientele, especially among ad agencies, in the three months since it expanded its individual market coverage.

Since October, ARB has added 60 new clients to four major agencies. These include Procter & Gamble's six major agencies, the Thompson-Benton & Bowles, Biow and Leo Burnett. The latter two previously subscribed to ARB's 15-city package.

In addition to the P&G agencies, ARB has signed Maxon, Needham, Louis & Brubay; Geoffrey Wade; Taitelbaum and Earle Ludgin, among others. In all, the research agency has picked up 60 new clients among agencies and stations.

In October it was reported that Compton had added the C. E. Hooper Company for an analysis of the technique employed in the latter's 40-city TV reports. This was reportedly a result of Compton's learning that Hooper was applying its telephone coverage of its diary survey in only six markets, whereas originally it had made the telephone coverage in all of the major markets. P&G asked all its agencies to re-examine their rating services.

Meanwhile ARB was taking steps to increase its coverage from 13 cities to 35 and finally moved to 60 cities, a move which Compton and E&B switched to ARB.

Frank Cooper Associates in Fast '54 Start

NEW YORK, Jan. 9.—Frank Cooper Associates started the New Year with a bang. A five-year renewal was signed with Columbia for the radio and TV publicity campaign it owns with Walt Framer. The contract is on for Columbia both in radio and TV daytime and also a half-hour nighttime.

Cooper also sold "Breakfast in Hollywood" to NBC-AM and TV. The radio show debuts Monday (11:10-11:30 a.m.) across the board. The TV web and goes a half hour, Saturday mornings on the radio network. Emcee will be John H. Dugan.

CBS-Radio is sustaining Cooper's new radio package, "That's Rich," and Hutton has purchased the package's "Second Chance" on the "Three Plan" on NBC-Radio for a short-term deal. CBS-TV will also now make a kind of Cooper's old radio package, "The Line-up," which is all owned by NBC-TV.

Cooper has set writers Will Glickman on the Winchell-Maerz radio show, Leroy Stern on Ed Zeilinks on the Gieson show, and Dick Linklater as associate producer and director of the NBC-TV "Home" show.

Campbell Buys 'Grand Central'

NEW YORK, Jan. 9.—In line with ABC's increased emphasis on dramatic programming this fall, Campbell Soup is dropping "Double or Nothing" on the web and buying the old "Grand Central Station" dramatic properties.

The new show will be slotted across the board from 11 to 11:30 a.m., whereas "Double or Nothing" was scheduled in the web 11:30-11:55 a.m. time period. ABC Program Director Ray Doms also is reading a new morning serial, "Ever Since Eve," which will be produced by the board from 11:40 to 11:55 a.m., thus giving ABC a complete hour if soap general from 11 a.m. to noon. "Modern Romances," a weekly by Ex-Lax, will be dropped to a Tuesday thru Friday sponsorship schedule, 11:25-11:40 a.m., under the new set-up.

SEEING DOUBLE

New Du Du Du Set Gives Two Shows at Once

NEW YORK, Jan. 9.—Allen B. Du Du Du, a new 15-city package, this week came up with a new model receiver that it believes will solve some of the family problems caused by TV. The DuDuocap, as it is called, receives the same program at once. The double image is separated by either polaroid glasses or by turning the set on its side.

The DuDuocap actually consists of two receivers in a single console. One of the screens is directed upward, while the other, the screen of the first one, faces the viewer. The two images are superimposed on each other, forming a single, half-sized image set at a 45-degree angle.

Dr. Du Mont said the basic cost of the set would be about twice that of the same size table-top model, but if they go into mass production the price can be brought down by simplification of design.

Whether or not they go into mass production depends on public acceptance. Dr. Du Mont said. Meanwhile, they are turning out about 100 sets a week for display by their distributors. Dr. Du Mont said the DuDuocap will use no more than 100 watts, could well boost store traffic for those dealers that have the chance to display it.

NEW YORK, Jan. 9.—Ziv Radio has signed Red Skelton to a three-year contract to star in a daily radio transcribed series, marking another milestone in its drive to recruit top talent for the radio transcription field. Athlo Ziv has radio contracts with 100 top talents, including Humphrey Bogart, Lauren Bacall, Jimmy Rogers, Tyne, and others. Ziv is the first top radio comedian pacted by the firm.

The Skelton deal is on a guarantee against percentage basis, with the comedian expected to earn \$10,000 as his share in the sale of the series. His contract also includes a provision for the firm's arrangements with other big names, in that Skelton is a talent agent as well as a radio or TV network radio is concerned.

John H. Dugan, Ziv's general manager, said the deal includes certain special clauses prohibiting the sale of the Ziv show to certain types of sponsors, thus keeping the way clear for network radio deals. Guy Lombardo, who is set to have a similar set-up with Ziv, with the prohibitive clause, said he was in the view of his regular Striker radio stints for Lucky Strike.

Ziv is investing more than \$50,000 in the deal.

NBC Shuffles ABC Shows

Coast Set-Up

HOLLYWOOD, Jan. 9.—A re-aligning within NBC's radio-TV set-up within the Pacific division was announced here this week by John C. West, vice-president in charge. Frederic W. Wile Jr., NBC's West Coast general manager, heads up the TV network programs division, while Thomas C. McCarry becomes director of the radio network division.

Reporting to Wile will be Frank Corwin, the new TV network program manager, and Thomas W. Sarroff, who will be in charge of the production for the TV network programs division on the West Coast. Responsible to Sarroff will be Joseph L. Kubin, named divisional advertising manager. Corwin, a transfer from NBC-TV, was named manager of the TV network programs division on the West Coast. Responsible to Sarroff will be Joseph L. Kubin, named divisional advertising manager. Corwin, a transfer from NBC-TV, was named manager of the TV network programs division on the West Coast.

Harry Ruback, radio network division manager, will report to McCarry.

GODFREY CIGARETTE SP STAGES NO. 1 MYSTERY

Close-Lipped Releases Tell Part of Story; Press Boot a Key Reason

NEW YORK, Jan. 9.—Radio and television this week staged a first-class mystery of its own when Arthur Godfrey was dropped by Chesterfield Tuesday (8) without any warning. The reasons for the precipitate cancellation of the nation's No. 1 TV show were given by Godfrey, who nearly six years of affiliation was one of the best kept secrets of the trade.

Some of the reasons, however, the obvious one that Godfrey and Chesterfield could not conclude a pact were announced. As far as they went, they were correct, but they did not give the full story which Arthur Godfrey and Chesterfield could not conclude a pact were announced. As far as they went, they were correct, but they did not give the full story which Arthur Godfrey and Chesterfield could not conclude a pact were announced.

Unquestionably, the full story for the secretiveness is Godfrey's last bout with the press during the

affair La Rosa. It is being said that the parting was entirely amicable. Speculation seems to center around two areas of disagreement. Godfrey wondered why Chesterfield was dropping him to the tobacco industry committee to research the connection between cancer and tobacco. Godfrey is also reportedly going on a three months' vacation and the show was asked for a reduction in the price of the show because of his absence. Which the web would not allow.

Consigatory Rates
CBS, Inc., had just worked out another problem which was troubling the advertiser—continued out of the solution would have given Godfrey an alternate weekly status with Toni in the Wednesday

day, 8-9:30 half of "Godfrey and His Friends."

Chesterfield's proximity to Perry Como, which it has sponsored, would have made continuity acceptable to the net. Pillsbury and Friedman were to have shared the following half hour. The 11:30-11:45 half hour was to have alternate status in the 11:15-11:30 a.m. daytime Godfrey AM. The 11:30-11:45 half hour was to have alternate status in the 11:15-11:30 a.m. daytime Godfrey AM. The 11:30-11:45 half hour was to have alternate status in the 11:15-11:30 a.m. daytime Godfrey AM.

If the story about Godfrey's viewpoint on cancer is correct, it is obvious that there is much secretiveness. But Liggett & Myers this week contributed more than \$150,000 to research being done on the same problem by Duke University.

Personalized Plugging
Chesterfield for its part has had the benefit of Godfrey's personalized plugging when his career was fairly young and dynamic and when he was not beset by illness as he is now. There is some belief that a change would not come harm to its radio and TV, but the verities of old are still true.

Godfrey's career is a daytime break opened by Chesterfield is Brant-Meyers, which moves in for a new daytime client, CBS-AM and TV will scour the pastures for a new daytime client, CBS-AM and TV will scour the pastures for a new daytime client, CBS-AM and TV will scour the pastures for a new daytime client.

Chesterfield is also interested in finding some evening and daytime properties to replace Godfrey. CBS is pitching everything it has, and so are other networks and packagers.

Set Output in
'53: TV Mil;
Radio 13 Mil

WASHINGTON, Jan. 9.—Auto radios continue to account for nearly half of total radio production, according to Radio-Electronics-Television Manufacturers' Association's 11-month tally, out to date. The figures confirm earlier expectations that total radio production for 1953 will run over 13 million, and that TV set production will hit 2,500,000.

In the first 11 months, production totaled 12,267,411 radios and 6,765,000 TV sets. Biggest category of radios made was auto sets, totaling 4,617,550, followed by home sets, 3,865,510; clock radios, 1,923,448; and portables, 1,637,633.

The total radio figure is almost 30 per cent ahead of production in the first 11 months of 1952. TV set production set a record for the 11-month period with a gain of more than a million and a half sets over the same part of the previous year.

Screen Gems Sets 7 New Properties

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Rate Card Cut 25% by KCOP

HOLLYWOOD, Jan. 9.—A rate card slash of from 20 to 25 per cent effective February 1 for Station KCOP, Channel 13, was announced here this week by Jack Bell, vice-president and general manager of the station which was KLAS-TV before its recent purchase by the Copley Press, Inc.

An hour of Class A time, which was \$1,500 a second, in the hour Class A is lowered from \$1,500 to \$1,125. The Class B rate is being reduced to \$600 from \$800; Class B half-hour from \$450 to \$338; Class C from \$300 to \$200; Class C half-hour from \$200 to \$150.

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Webster's Back At ABC Sports Plan

NEW YORK, Jan. 9.—ABC's new split-sponsorship proposal to its radio affiliates was labeled this week by the Station Representatives Association as "the fourth such plan of the four networks in their attempts to siphon off national spot business into the network pattern."

In a letter to all ABC radio stations managers, the SRA defined ABC's new sales proposals as "a rate cut" and pointed out that while network radio business is off, national spot radio has climbed up its best year in 1953, with \$135,000,000, topping network radio's peak year of \$133,000,000 in 1948.

Specifically, the SRA objected to the web's announced plan of split sponsorship of two daytime quarter-hour strips, which the

SRA claims "requires the stations to gamble by setting aside large blocks of time for network use without any assurance that any part of the time, or more than a portion, will be sold. At the same time, the network will allow the time to be sold to a national sponsor, the fact that the network can re-schedule its time on four weeks' notice makes this privilege meaningless."

ABC's split-sponsorship plan on its new Martin Block show (advertising time will be sold at three one-minute participations each week, with spots scheduled some time each day and station compensation based on 13 1/2 per cent of the time rate for each one-minute spot) also drew SRA fire. It deemed Block's "New York disk program" of type that any well-run station can build for itself, and probably better, since well-known local personalities can be utilized.

At the same time, it was stated, "the station's pay-off for gambling a large segment of valuable time on a questionable program offering is one-half to a third of its regular announcement rate."

The only segment of the ABC pattern to earn the SRA's approval was its evening sportscast, which offers stations an affiliate compensation based on 50 per cent of the applicable evening time rate for each participation on four across-the-board participation shows in the New York 10 p.m. time period. Quartet includes "Three City Byline," "Mike Malloy," "Hollywood Starway" and the Sammy Kaye show. In fact, when ABC network (Continued on page 23)

Sam Zenith Sues Kevin Sweeney Named New BAB President Anti-Trust Plea

CHICAGO, Jan. 9.—In an action filed Friday (8) in U. S. District Court, Zenith Radio Corporation and its subsidiary, Zenith Radio Corporation, Inc., filed a suit against Kevin Sweeney, president of the American Broadcasting Association, for alleged violation of federal anti-trust laws.

The action was in the form of a petition for an amended complaint in a suit originally filed against Rauland and Zenith by RCA in December, 1953, which alleged patent infringement. Zenith claims loss and damage suffered to its business as a result of RCA's setting up with others an illegal patent monopoly in the U. S. and foreign countries; operating a world-wide electronic industry and to divide markets throughout the world and conspiring to monopolize patents and patent licensing in the U. S. and foreign countries.

Zenith claims that loss and damage suffered as a result of the illegal acts amounts to more than \$4,500,000.

This loss, according to Zenith, was sustained from Zenith's being illegally excluded from the Canadian market; their coerced payment of royalties to RCA for illegal and unenforceable patents claims; and for attorney fees connected with the various patent infringement claims brought by RCA to this firm. Zenith claims damages amounting to more than \$13,000,000. Rauland claims that the damages are \$47,000,000 to this total. Action was filed by Joseph Wright, Zenith's general counsel.

NEW YORK, Jan. 9.—Kevin Sweeney has been named president of the American Broadcasting Association, Inc. The five-man selection committee reported its choice to the executive committee on Thursday (7), and the ratification of the entire board of directors was obtained by vote and plan the next day.

The new board of directors is establishing two new administrative vice-presidencies. Sweeney has been asked to head the recommendations of persons to fill the position of president. The position of executive vice president, which Sweeney held on temporary basis since William Ryan pulled out as president last month, is being abolished.

Sweeney also presented the committee with an analysis of the organization of BAB in which he recommended certain minor changes, the nature of which were not revealed.

Charles Caley, board chairman, said at the time of the board and Mr. Sweeney to retain and lead the organization that have built BAB so swiftly into a major influence in national and local advertising.

Sweeney has been the top operating executive of BAB since he joined as vice president in December, 1951. His predecessor as president was Charles Caley, who died in a heart attack in November, originally elected February 1. The top job is said to pay \$50,000 a year.

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Petrillo Meets With Radio, TV Execs on Pact

NEW YORK, Jan. 9.—James C. Petrillo told radio and TV network executives Friday (8) that he is in agreement with the new Tuesday (12) or Wednesday (13) to start negotiations for a new contract between the union and the American Federation of Musicians. The present pact expires January 31.

It is anticipated that the AFM president will seek more regulation of the use of canned music on radio, live TV and TV film in the new contract. Petrillo's pact with the network generally sets the pattern for negotiations between radio and TV stations and AFM locals throughout the country.

The AFM's contract with the Hollywood motion picture studios also expires at the end of this month.

Pontiac Looks For New Show

NEW YORK, Jan. 9.—Pontiac was reported to be looking around for another TV show this week. The sponsor is said to want to retain the 10-11 p.m. Friday slot on NBC-TV, but has been disappointed in the ratings that the Love Cavalry show has been getting there.

Seigel Quits CBS Coast Flackery

NEW YORK, Jan. 9.—Norman Seigel, West Coast CBS-TV director, resigned effective today (9). His successor has not been appointed, but the network will probably hire a top publicity specialist from one of the movie studios. Seigel has not announced his future plans.

Selling Allentown, Bethlehem, Easton

E-TV Bethlehem, Pa.

the only single medium reaching the entire



LEHIGH VALLEY

A Steinman Station

MEERKE TV, Incorporated

New York Chicago Los Angeles San Francisco

Early Models of Jayo Viewer To Spearhead Full Production

HOLLYWOOD, Jan. 9.—First production model of the new Jayo Viewer is expected to be ready soon to permit full-scale production of the revolutionary invention within 60 days, its inventor, "I Love Lucy" producer, Desi Arnaz, is reported to say.

The viewer, as first announced in The Billboard, October 10, is a small instrument that enables a TV performer to look directly into a camera lens and read at the same time. A working model of the simple device, measuring approximately 10 inches in width and 10 inches in height, has already been used in the making of "I Love Lucy" commercials.

The Jayo Corporation, established by Oppenheimer, is currently preparing the first production model in conjunction with Bud Furer of Hollywood. Among the features of the viewer is its lack of bulk, easy mounting on a camera, and magazine that can contain up to two hours of material. Unlike other prompter systems, the Jayo Corporation can be typed by an ordinary office typewriter and can be changed in a matter of minutes. The viewer will be built in series of 10 standard sizes which the performer can buy by pressing a button.

Oppenheimer said that Jayo Corporation would lease the device to TV stations for less than \$100 weekly. Other promoters now in the U. S. are underwritten, rent for as much as \$25 per hour with a one-hour minimum.

Color TV Shows Mixed Interest

CHICAGO, Jan. 9.—The manufacturers showing color TV sets at the January market of the Furniture Show here, present a mixed picture of what interest in color TV shows.

Some manufacturers made fantastic claims about attendance at their exhibits while others frankly admitted that traffic was poor. There is some action, and the tube and set is expected as soon as they can possibly get delivery. However, it must be said that traffic was not as good as expected for occasional curiosity onlookers. One exhibitor, a 16-inch color tube of RCA Victor, which will produce a 16-inch picture, will create some interest depending on the speed of the delivery. The tube and set is scheduled to be introduced January 21.

Manufacturers showing color sets include De Philharmonic, Olympic, Sentinel, RCA Victor, Columbia, General Electric, General Electric, Motorola, Raytheon, CBS, Halliwell, Westinghouse, Majestic, and Du Mont.

Noble Sissle to D.J. Plattner Show

NEW YORK, Jan. 9.—In a move to capture the Negro market, the D.J. Plattner Show, which WGMG has signed Noble Sissle, the "Mayor of Harlem," for a Monday (14) to Saturday (19) radio show, will be broadcast on the radio. The Sissle show will be held from 1 to 2 p.m. beginning January 18.

The new Sissle program will place major emphasis on capturing the Negro market. WGMG announcer Phil Goulding will be associated with Sissle. The show will explore other special fields of radio's special market.

Three New Veepees Named by NBC-TV

NEW YORK, Jan. 9.—George H. Frey, Carl M. Stanton and Henry Arvitz have been named vice-presidents at NBC-TV. Frey is in charge of network TV sales, McAvity heads up TV network programs, and Stanton tops the film division.

TALENT NOTES ON AIR AND SCREEN

Tex Truller, star of the WPXZ, Philadelphia, show, "The House," is in New York this week conferring with his manager on the new TV show. Dennis Johnson of the Broadway star, is now in New York. "Howdy Doody" puppet star of NBC-TV's puppet show, is reported to have been accompanied by Buffalo Bob Smith to New York to do 10 programs.

Bill Tabbert, featured in "South Pacific" since the show's premiere four years ago, will make his operatic debut Sunday (16) on the Opera Company over WABD and the Du Mont net.

Joey Adams, night club entertainer and author of several books of jokes and anecdotes, appeared on the "Garry Show" on radio. "Garry" last week, Gordon MacRae, motion picture singer, made "The Jackie Gleason Show" appearance Saturday (9), while Jackie Gleason completes his two-week vacation. Liberace, the pianist, will guest on "The Jack Benny Show," Sunday (14).

Thomas Mitchell stars in "The Great Deception," on "Medallion Theater," Saturday (16) on CBS television. Screen actress Jeanne Farrell joins "Reginald" and "The George Burns and Gracie Allen Show" on Sunday (14).

Johnnie Ray returns as Ed Sullivan's star on the "Ed Sullivan Show" on Sunday (16) on CBS radio. The show's new co-host, was elected vice-president of the Radio and Television Correspondents Association.

Kirk will fly from New York to Hollywood to co-star with "The George Burns and Gracie Allen Show" on the "Lux Video Theater," Thursday (14). He returns to New York to be the premiere of her latest film. (Continued on page 22)

RESTLESS PEOPLE, REVOLVING DOORS

Harold I. Morgan Jr., formerly vice president in charge of ABC's television division, has been named president of the American Broadcasting Company.

Duncan Macdonald, supervisor of women's programs for Du Mont, has resigned to join NBC-TV. He will be in charge of the six o'clock hour of the afternoon "Show," which has just next month. Barbara Denner and Sidine B. Corbett have joined the copy staff of the Kuder Agency, proprietors of the "Kuder Agency," special services for the NAM, and Corbett has joined with the Allman Company, Detroit. ... Charles F. Fleischman, formerly ad manager of Peacock & Ford, has joined the contact department of Young & Rubicam along with A. Gould Harrison, who comes from Westinghouse Electric, and Robert Landown, who was formerly an account executive with N. W. Ayer.

Michael Franceschi has resigned of Peacock & Ford, has joined the contact department of Young & Rubicam along with A. Gould Harrison, who comes from Westinghouse Electric, and Robert Landown, who was formerly an account executive with N. W. Ayer.

John Geddes, previous account executive of Peacock & Ford, has joined the sales department of Station WFLA in Fort Lauderdale, Fla. (Continued on page 23)

NBC AFFILIATE IN DETROIT

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ZIV'S ROLICKIN', ROARIN' RADIO LAUGH FEST...

"THE RED SKELTON SHOW"

Bubbling over with
fun for everyone!

260 zany,
zingy half-hours!

**A LAUGH-TIME OF
SALES OPPORTUNITIES!**

RED'S A RIOT!

... as the

"MEAN WIDDLE KID"

... Red keeps fans in an
uproar ... Sponsors say
"I DOOD IT."



RED'S A PANIC!

as the original chucklehead,
CLEM KADIDDLEHOPPER

... Red's homespun humor
is super hilarious.



HIS ANTICS ARE FRANTIC!

... as

CAULIFLOWER McPUGG,
punchy Champ who leads
with his head.



STARRING the one and only

**RED
SKELTON**

Now ... for the
first time ...

**RED SKELTON CAN
BE YOURS AT A
LOCAL PRICE ...**

for local and regional
sponsorship!

ACT FAST! WRITE, WIRE,
PHONE BEFORE YOUR
MARKET IS SOLD!



This One



A3BE-JGL-YF1J

THIS WEEK'S SPOTLIGHT FEATURE

Distribution Sales & Marketing

Distributor Opinion of Color
Hidfilm Production DividedMany Feel Development of Mass
Receiver Market Should Come First

NEW YORK, Jan. 9.—No significant trend toward the immediate production of current vidfilm series in color as a means of insurance for the future seems indicated, according to a survey made by The Billboard of several top distributors. Opinion seems to be divided as to the wisdom of shooting TV film properties in color within the near future. The predominant belief is that distinct signs of a mass market for limited receivers must develop before any great shift into color film is practical.

Those syndicators who will not cover their shows in color are the

NBC-TV Film Division, CBS-TV Film Sales, Official Films, ABC-TV Screen Gems, a subsidiary of Columbia Pictures, and Television Programs of America.

Those syndicators who are or intend to go into color shooting immediately are Frederic Ziv, Mifflin-Wake for Television and Guild Films. MCA-TV has been shooting occasional color vidfilm in some of its series on an experimental basis but seems to have no plans to do it regularly. Most of these distributors either produce their own vidfilms or have substantial interests in the packages they sell.

Re-Run Theory

The argument gaining into color immediately stems from the fact that many syndicators believe their shows will fall into a re-run category. They believe that there will be no new, widely available and consequently they will only be able to get re-run prices for their properties.

Madden says his company will treat old properties being released for the first time in color as new properties. He claims that the audience studies have proven that old properties are as popular as new ones.

He maintains that the viewing public will be increased tremendously by the fact that color film and black and white shows by interest in seeing the same programs. Both Guild Films and Ziv agree with him and will also charge as much for color as for black and white.

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S&S Bankrolls
Mountie Series

HOLLYWOOD, Jan. 9.—A Royal Canadian Mounted Police film series to be produced by American producer-director Victor Stollhoff will be produced by a newly formed production company, S&S Films, Ltd. It was reported here this week. S&S also controls the production of other Stollhoff produced and directed series, as well as feature motion pictures.

The RCMP series is expected to go into production shortly after Stollhoff arrives in Canada later this month. "I'm working on his telefilm series," New Orleans Police Department's "currently in production in the Southern city. Shooting is under way on 13 of the episodes, which will be scripted by Frank Phares.

Stollhoff's Canadian deal is the second with a RCMP feature, the first as announced late last year when Robert Mann was scheduled to start filming early this year.

Barrett Ouits
A Consolidated

NEW YORK, Jan. 9.—Halsey V. Barrett this week resigned as Eastern sales manager of Consolidated Television Sales, marking the second exit by a key executive from the TV film syndication outfit since the firm was reportedly put on the sales block last November. At that time Consolidated's sales chief Pete Roebuck pulled out, although the sale subsequently died.

Barrett, who sparked Consolidated's successful "Movie Plan" for new broadcasters, is leaving "over a difference of opinion in policy matters regarding product." He expects to continue in the policy matters and current considerations of the firm, but is considering other fields.

Barrett's successor, Consolidated is Ralph Barbour. Prior to joining Consolidated two years ago, Barbour served TV promotion director of CBS and spot sales manager for Du Mont.

Survey Cites
Re-Run Value

NEW YORK, Jan. 9.—A. C. Nielsen reports that survey figures support the TV film distributor contention that re-run material still have a big unrealized audience potential. The survey indicates that the first run of New York audiences see a new show on its first run, 88 per cent of the viewers only catch an average of 10 per cent of the series while the remaining 12 per cent tune in one or two at the most. The same is true of the homes, said Nielsen, see all the episodes.

UA Quit TV Film Dept.;
Ordeley Departure Sought

NEW YORK, Jan. 9.—United Artists brass this week reportedly is mulling the possibility of liquidating its TV film department. The move is said to have reached the stage of finding the best means of settling its contracts and finding new positions for its staff. It is understood that UA aims to make the most orderly possible departure from the TV film distribution business.

The move is said to have reached at press time for confirmation. The main property distributed by UA-TV is "Cowboy G-Men," which UA has been marketing since 1949. It was acquired over a year ago and was the last show most orderly possible departure from the TV film distribution business.

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Crosby Plans
2d Show

NEW YORK, Jan. 9.—Bing Crosby will make his second TV film appearance of the 1953-54 season when he stars in "The 1st for General Electric in the sponsor's 9-9:30 p.m. slot on CBS. The program is expected to be filmed by Bing Crosby Entertainment, which is contracting for the series, which was presented Sunday (3).

an obligation to its clients to protect their interests.

Color Tape

Another feeling around the trade is that by the time color reaches mass circulation, estimated conservatively at three years, color tape will have acquired the cost of conversion considerably. Also noted is the distinct difficulties with various color film processes and the probability that new developments may make current color processes look bad in comparison. A strong factor is influencing syndicators against covering with color is the cost. It is claimed that producers will spend about 35 per cent more for production when they shoot in color.

Of course, the cost is dependent upon the kind of show produced. Westerns, for example, are expected to cost only about 15 per cent more, but shows with interior sets could double that percentage.

2 Par Print

Also being taken into consideration is the fact that color prints cannot be played as much as black and white. One estimate is that you can get two plays per color print, whereas black and white prints can get four or five. Producer Frank Wibbar, had deferred shooting "Friede Theater" in color, for still another reason. He claims the film will be damaged. However, Eastman-Kodak, Pathe Laboratories and Cinema Research are working on the problem.

There seems to be so many angles to the question that most of the trade is using crystal balls, two different crystal balls.

MPT Adds
2 Sales Reps

NEW YORK, Jan. 9.—Two more sales reps were added to the syndication division of Motion Pictures for Television, Inc. This week.

Robert Hewitt was named sales manager of the San Francisco office. Both reports were formerly West Coast manager of the Movie Advertising Bureau of United Film Service, Inc., and before that an account exec at ABC.

William J. Zeller, former sales rep for WMLA-TV, Washington, was named manager of MPTV's Dallas office. Both reports were formerly West Coast manager of the Movie Advertising Bureau of United Film Service, Inc., and before that an account exec at ABC.

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Pearson Sells
In 51 Mkts

NEW YORK, Jan. 9.—Drew Pearson's "Washington Merry-Go-Round," a quarter-hour vidfilm series, has been sold in 51 markets. The series is being sold by Motion Pictures for Television, made the sales during its first 30 days of availability. Most of the buying has been in the mid-west, Philadelphia, Chicago and Los Angeles. Pearson is among those contracting for the series.

The
Billboard
FILM SECTIONMOST COMPLETE BUSINESS PAPER COVERAGE
OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN
ELEMENTS OF THE TV FILM INDUSTRY:NETWORK & STATION BUYING & PROGRAMING
ADVERTISER & AGENCY FILM BUYING
TV FILM PRODUCTION
DISTRIBUTION SALES & MARKETINGOFFICIAL SETS WEEKLY
GROSS MARK OF 245G

NEW YORK, Jan. 9.—Official Films this week racked up the most successful series day in its history, grossing \$245,000. The biggest sale was made to KTVB in Los Angeles, which spent \$125,000 for "Colonel March," the first major market sale of the series. "Jerry and the Pirates" and "My Hero."

ABC-TV paid \$42,500 for the rights for one year to "My Hero" for shooting over its flagship station here. WABC-TV, in Chicago, Taverna Beer has contracted for \$25,000 for the property. The distributor sold another of its properties to a Galveston, Tex., station.

Outside the U.S.A., a Canadian sponsor bought "My Hero" for exclusive rights to three years. Official has sold its "Music Hall Varieties" in Japan and Switzerland for \$20,000. But Austin is director of national sales.

Danov to Push
'Mergie' Mdse.

HOLLYWOOD, Jan. 9.—Roland Reed Productions this week inked with Jack Danov to handle merchandising lines, and establish commercial tie-ups for its telefilm series, "My Little Margie." The Gale Storm-Charlie Farrell series is the second Reed property to be so engaged, first being "Rocky Jones, Space Ranger."

In the case of "Space Ranger," Reed Productions participates in profits realized from the merchandising tie-up with Space Ranger Enterprises, of which Danov is president. The new arrangement, however, is with Jack Danov Enterprises, which already is preparing cartoon books, comic books and feature films. Danov also is understood to be negotiating for similar deals with "Duffy's Tavern" and "Racket Squad."

Goldwyn Set
On TV Film

NEW YORK, Jan. 9.—The long anticipated entry of Samuel Goldwyn Productions into the TV film field appeared to be on the verge of coming true this week.

It was announced by the Goldwyn office here that Goldwyn's son, Samuel Jr., had resigned his post as producer with CBS-TV to set up a TV film production company at the Goldwyn studios on the West Coast.

He expects to be ready to begin shooting his first show April 1. Sam Junior's sales headquarters will be the Goldwyn office here.

Fall City Signs for
UTP's 'Waterfront'

HOLLYWOOD, Jan. 9.—The third regional purchase of the Roland Reed Productions' "Waterfront" was consummated here this week by United Television Producers, Inc., which was announced today. Wynn Nathans, UTP sales manager, The Preston Foster starler was in New York City here, then to A. A. Frater agency, St. Louis, for shooting in three states. Kentucky, Indiana and West Virginia.

Frieberg Heads Up
TPA Eastern Sales

NEW YORK, Jan. 9.—Television Programs of America, Inc. this week named Harrie Frieburg as its Eastern sales manager. He formerly was sales rep for Ziv-TV, and before that was a TV producer. He formerly was division sales chief in Bruce Rells, also a former Ziv-TV sales rep, to Michael Sillerman, exec vice-pres.

All-Canada Television Services has been appointed exclusive sales agent for Ziv Television Programs in Canada. All-Canada maintains offices in Toronto, Montreal, Winnipeg, Calgary and Vancouver.

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Plugs and Premiums

By GENE PLOTNIK

In the November 21 issue this column traced the development of character merchandising business from Mickey Mouse to Hopalong Cassidy to Howdy Doodie. The implication was that the TV shows in them there items for the most in producing TV film gold that appeal to kiddies.

The gross sales of toys and candy bearing the imprint of the above named characters are witnesses to the enormous payoff possible through merchandising. But the pioneers in the field are not the TV showmen and takers considerable know-how.

New Penish, board chairman of Hopalong Cassidy Enterprises, said that it requires at least \$50,000 investment and one to five years of struggle to build a merchandisable character. The Kagan Corporation had "Howdy Doodie" on the air for over a year and a half, during which time it peddled the character far and wide, before the Ideal Toy Corporation turned out the first doll on an experimental basis.

Toy Film. In the past year, at least one character hit the toy counters before ever appearing on the TV screen. Instead of the popularity that shows promoting the sale of the items—which is the basic concept of character merchandising—the items were pre-selling the program. The veteran merchandisers, however, are wary of this.

Character merchandising is one business in which success depends on nothing but success. The hit that the character makes in the entertainment field is precisely what makes it valuable as a promotion in the merchandise field. The success of one item using the character promotes the next item using it.

The veteran merchandisers are apprehensive that if the market is saturated with characters that do not have enough promotional kick to move items off the counters, retailers and manufacturers will sour on character items in general.

Move Cautiously Therefore, the veteran merchandisers take a very cautious attitude. They will not license any item for which they do not think their character can do a promotional job. And they will not license any item which they believe will cause harmful associations with their character. A miss on any one item, they feel, would depreciate the value of the character for all their other licenses.

The Disney Character Merchandising Division, along with its characters, does not allow any of its characters to be used on guns.

A spokesman for the Disney outfit said that the manufacturer must prove his eligibility before it will grant him a license. He said it does not aim at a great quantity of product. It does aim to get the top manufacturers and the top items.

Hopalong Cassidy Enterprises, in an effort to maintain the prestige of the Hoppy imprint, does not permit the sale of its items in variety stores.

Royalty Basis The usual royalty that the licensee pays is 9 per cent, but there is some variation on that, depending on the licensor and the type of item being licensed. Royalties on the use of Howdy Doodie range high as 8 per cent and as low as 3 per cent. Hoppy, on the other hand, is on a firm 5 per cent policy.

For the record, Pernish declared, "We earn the 5 per cent." He does not sell the character, the clarity of the character in the en-

tertainment field. The licensor gives what amounts to an advertising agency service to the licensee.

For the use of their characters in the toy line, including bread, milk, cereal and canned food labels, Hoppy and Howdy Doodie charge a fee, rather than a royalty. The fees are worked out in advance, and the licensee pays on what basis the fees are set.

Policies vary in regard to the length of time a licensee can use one-year contracts, with the usual one-year options. Of course, with its veteran manufacturers, the contractual relationship becomes quite informal, and renewals are virtually automatic. The majority of Disney's licensees have been with him for more than 10 years.

Most of the Hoppy contracts, on the other hand, are for more than a year.

A new licensee is required to make minimum guarantees on as one of the merchandising calls it, a good faith deposit.

Kagan tries to license only items that retail for under \$1. As a result, the majority of his royalties are on paper items.

The policies and practices of these two companies are the result of years of experience. An appealing character with a few following is not enough. Mass manifestations are, of course, the first essential of a merchandising operation. But considerable business skill is also necessary.

And a Cross Firm Looms As TV Syndication Power

NEW YORK, Jan. 9.—Ely Landau and Marty Ross, who last year bought PSI-TV, are set up in a new distribution company that promises to become a major force in the TV film syndication field. The firm is named National Television Associates, Inc.

NTA is a departure from the standard type TV-film distribution operation in that it is making maximum use of the states' righter type of organization of the motion picture industry.

Of NTA's 14 offices across the country, 11 are owned by franchised agents. Each agent is allotted a year's sales quota on each program. The year's franchise is renewable by the agent on the condition he meets his quota. Also, each agent is required to put up an advance against his quota.

All of the agents have extensive sales experience in advertising or show business in their own series. And they are expected to prove their financial standing in order to get the franchise.

Purpose The purpose of this type of operation is to produce a twofold. First, it enables NTA to have a large and proven sales force. Second, it enables NTA to underwrite the production of a program. If any want to distribute by calling for a proportionate

contribution from each of its agents.

NTA will continue to expand its sales corps. It aims to have 23 offices in three years. The firm will have three divisional sales vicepres.

Behind the six packages acquired thru the PSI purchase, the four series produced by Landau himself and the features controlled by Ross, NTA is taking over the distribution of four packages owned by Joe Weintraub and Joe and Jim Harris, who list for Moss, Memphis—First (Red) Motion Television, Inc.

4 Packages Of these, "TV's Baseball Hall of Fame," 77 15-minute shows; "Viz Quiz," 260 15-minute shows; "The Comics," 148 15-minute segments; and 18 "Superman" animated cartoons originally produced by Paramount, Weintraub and the Harris are also owned by the firm.

NTA is offering its clients a thorough line of merchandising aids. The firm also plans to go into the production of commercials.

The company has promised its agents to come up with two new half-hour series by the end of

1954, the first one to be released by May 1.

NTA's 13 office heads, aside from New York, are: Los Angeles—Bernard Tabakin, producer of China Smith; Philadelphia—Kenneth Rowwell; Atlanta—David Christensen; Chicago—David Wolper, former West Coast sales rep for MPTV; Detroit—Kenneth Rowwell; Pittsburgh—Bert Starn; Detroit—Moe Dadeland; Boston—Ira Gottlieb.

The four shows produced by Landau are "The Fantasy," "The Bill Corbett Sports Show," "Man's Heritage" starring Raymond Massey, and an interview series starring Ely Gabor.

One package acquired thru the PSI deal are "China Smith," "Orient Express," "Play of the Week," "International Playhouse," "American Sports" and a group of 60 British features.

Landau is serving as president of NTA. Ross is vice-president and director of sales. NTA has its entire sales staff here for the week for a two-day meeting.

MCA's Purchase of 'Droagnet' Seen Near, Tho It's Denied

NEW YORK, Jan. 9.—The wooing of "Droagnet" by MCA is approaching a climax, if there is any substance to rumors flying around here on the West Coast this week. Everybody is talking except those on the inside. Last Wednesday, president of MCA, denied that there is any deal following. He said he can make no comment on the report that MCA had bought Michael Redford's 1953 contract in the package and the production company, Mark VII Productions.

Early in the week the rumor was followed by word of property lock, stock and barrel, for the sum of \$3,500,000. It was said that MCA was setting up a separate subsidiary to control the show.

As far as syndication of the rerun "Budge 714" was concerned, it was said that MCA was getting the right to pass on NBC Film Division's pricing.

All that remained to make the deal firm and final, according to this rumor, was a check by the accountants to see if, everyone would get the tax consideration he wanted.

TV Film Purchases

American-British TV Movies sold its package of feature films to WFLA-TV, Miami, last week for slotting on Thursday nights. The package was also renewed by WDAF, Kansas City, Mo., which brings to 38 the total stations carrying the films.

"Annie Oakley," distributed by CBS TV Film Sales and sponsored on alternate-week basis by Canada Dry, has been sold by several local stations for the alternate-week sponsorship. Under the Canada Dry deal for national syndication, local sponsors can fill in on the alternate weeks. To date the show has been sold in Princeton, Amherst, Mass.; Seattle, Phoenix, Ariz.; Minneapolis, San Diego, Calif., and Washington.

A series of 99 silent two-reel slapstick comedies handled exclusively by Louis Weiss & Company, Los Angeles, have been contracted for running over a 62-week period on WQAL-TV, Lancaster, Pa. Deal calls for first broadcast use of the films thru Jan. 15, 1955.

The NBC Film Division this past week sold its re-run series, "Droagnet," to KSWB, Roanoke, N. M.; KID, Idaho Falls, Idaho,

NBC Has Big Stake

Whether or not a deal is even possible depends to depend on whether NBC had as yet recouped its investment in the production. The package is actually owned 50 per cent by the network, 25 per cent by Stanley Meyer and 25 per cent by Melnickoff. But NBC is understood to have put up the difference between the network's 50 per cent investment and the actual production cost, an investment in the neighborhood of \$500,000. In return for the NBC is understood to have the network's 50 per cent rights and a 50-50 split of the net over the \$500 and expenses had been recovered.

That NBC has gotten its money back appeared entirely possible. Sales of "Budge 714" to the network. It is now in about 130 markets. It was in Chicago was reported to have been made this week for \$1,000.

Meanwhile, the man with the facts, Webb, was in Hawaii, trying out aha in blues, Pete Kelley's blues, with no thought of its-its-its.

and WWTW, Cadillac, Mich. "Inner Sanctum" was purchased by WKBP, Mobile, Ala., KTLA, Los Angeles, S. D. KSWO, Lawton, Okla.; KTVU, Stockton-Sacramento, Calif.; to the Phil Corbin Company to be shown on KIM, Murk, Calif., "Hopalong Cassidy" was inked by WTOG, Savannah, Ga.; KSWO, Lawton, Okla.; and WKBP, Fort Worth-Dallas.

Borden's of Canada has purchased, thru Young & Rubicam, two film shows for use on Canadian TV. With the rights to a Guild Films property, to be shown in Montreal and Times Square, New York, was purchased from All-Canada Television, exclusive sales agents for Ziv-Top Programs in Canada, to be used in Toronto.

Television Station WFLX, New York, has picked up its option on the contract with Guild Films to end March 25, 1955. The extension provides for a further run of 26 episodes featuring Liberace, and a run of 13 selected episodes. Marbellus and Yes titles recently renewed their full co-sponsorship of the 30-minute presentation.

SALUTE TO AMERICAN AVIATION

A stirring, action-packed film commemorating the first half-century of POWERED FLIGHT

WE SAW IT HAPPEN!
YEARS OF POWERED FLIGHT

"WE SAW IT HAPPEN," a 58-minute film, is offered on a free rental basis to all TV Stations as a public service by:

CALHOUN STUDIOS, INC.
266 East 78th St. New York City

Lehigh 5-2120
Free 2 column, 10 inch local newspaper advertisement until March 1 for each initial shipping

Join the
MARCH
OF
DIMES
January 2 to 31

It will
take
more
in 34!

SAVE MORE MONEY
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

• **TV Station Film Buyers Pick**

THEATRICAL

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been noted where available. For address of television distributor write The Billboard TV Film Department.

Weekly Shows—Daytime

Title	Sta.—Time—Day	ARR	In
Movie Time	WCPO-7:00-7:00 S.	5.3	23.6
Madame Movie	WKRC-2:00-3:15 Su.	5.3	33.1
Prime Playhouse	WKRC-2:30-4:00 S.	6.5	27.9
Theater for Youth	WLW-T-11:00-12:00 S.	11.3	14.8
Western Movie	WLW-T-12:30-1:30 S.	2.5	17.7

Weekly Shows—Nighttime

Family Story Time WCPO—11:15-12:15 Su . . . 0.5 . . . 11.1

Multi-Weekly Shows—Daytime

Western Theater	WCPO-8:00-9:00 M	1.6	1.1
	WCPO-8:00-9:00 T	1.7	10.5
	WCPO-8:00-9:00 W	2.3	9.7
	WCPO-8:00-9:00 Th	2.3	9.4
Mother's Maties	WCPO-8:00-9:00 F	2.5	8.5
	WLWT-1:30-2:30 M	6.5	14.2
	WLWT-1:30-2:30 T	6.3	16.1
	WLWT-1:30-2:30 W	7.8	14.7
	WLWT-1:30-2:30 Th	8.6	14.6
	WLWT-1:30-2:30 F	8.4	14.1
Movies for Mom	WLWT-9:00-10:00 M	8.5	11.5
	WLWT-9:00-10:00 T	14	15.9
	WLWT-9:00-10:00 W	8.5	12.2
	WLWT-9:00-10:00 Th	8.5	12.6
	WLWT-9:00-10:00 F	8.5	12.0

Title	Sta	Time	Day	Der.	Se
Western Theater				Rtg.	
	WKRC	7:00-8:00	M	2.7	6
	WKRC	7:00-8:00	T	1.5	4
	WKRC	7:00-8:00	W	1.5	6
	WKRC	7:00-8:00	Th	1.1	5
	WKRC	7:00-8:00	F	1.6	5
Ladies Home Theater	WKRC	4:00-5:00	M	7.3	13
	WKRC	4:00-5:00	T	10.9	18
	WKRC	4:00-5:00	W	9.8	17
	WKRC	4:00-5:00	Th	9.8	18
	WKRC	4:00-5:00	F	4.1	10

Multi-Weekly Shows—Nighttime

Early Home Theater	WKRC	-6:00-7:00 M	8.1	22.0
	WKRC	-6:00-7:00 T	8.0	20.0
	WKRC	-6:00-7:00 W	5.6	17.7
	WKRC	-6:00-7:00 F	5.5	17.0
	WKRC	-11:15-12:00 T	5.6	16.0
Home Theater	WKRC	-11:15-12:30 M	2.8	6.6
	WKRC	-11:15-12:30 W	2.8	6.6
	WKRC	-11:15-12:30 T	5.6	17.0
	WKRC	-12:35-1:45 Th	5.7	17.0
	WKRC	-11:45-1:45 Th	1.9	5.0
Family Playhouse	WKRC	-11:15-1:45 M	4.5	9.9
	WKRC	-11:15-1:45 T	4.6	9.9
	WJW-TV	-11:15-1:00 Su	7.4	16.0
	WJW-TV	-1:15-1:45 M	1.8	5.0
	WJW-TV	-1:15-1:45 T	2.1	5.0
All Star Movie	WJW-TV	-11:15-1:00 W	4.3	12.0
	WJW-TV	-6:00-7:00 W	2.3	5.0
	WJW-TV	-6:00-7:00 T	7.3	20.0
	WJW-TV	-6:00-7:00 W	10.6	22.0
	WJW-TV	-6:00-7:00 F	8.0	17.0

Non-Theatrical Free Films

EDUCATIONAL		
BUILDING FOR PEACE.....	Sterling TV, 316 W. 57th St.,	New York
PUERTO RICAN HARVEST.....	Hamilton Wright, 30 Rockefeller Plaza,	New York
WE SAW IT HAPPEN.....	Calhoun Studios, 266 E. 78th St.,	New York
RELIGIOUS		
A STAR SHALL RISE.....	Family Theater, 7201 Sunset Blvd.,	Hollywood
THE CHRISTMAS PONTIFICAL MASS.....	Boston Archdiocese, Commonwealth Ave.,	Boston
JOYFUL HOUR.....	Family Theater, 7201 Sunset Blvd.,	Hollywood
THE LITTLE ANOEL.....	Cosmet Films, New York	

Nationally Spot-Booked Films and American Research Bureau Ratings

The following chart which appears in the Billboard's TV Film Distribution issue each month lists the latest city-by-city rating of TV film series which are nationally spot booked by their sponsors and which are not available at present on a syndication basis. The ratings are based on findings of the American Research Bureau and covers those cities now being surveyed.

Sponsor & Show	Station	Day
Canada Dry Ginger Ale Company TERRY AND THE PIRATES		
Baltimore	WBAL	W
The Coca-Cola Company KIT CARSON		
Phoenix	KBTZ	Su
Philadelphia	WPZ	T
Asimom	WMAR	T
Columbus	WBNS	Th
Crescental	WBNS	Th
New York	WNBT	T
Dayton	WT WD	Su
Detroit	WBFB	T
Los Angeles	WBKA	M
Albany	WLCB	Su

The Kelllogg Company
PRG. NO. 1 WILD BILL HICKOK

Chicago	WBKK	Su
Denver	KFEL	Th
Philadelphia	WFTZ	Su
St. Louis	WTOP	Su
Baltimore	WBAL	Su
Columbus	WBNE	Su
Cleveland	WBNE	W
New York	WGOR	Su
Boston	WNAC	W
San Francisco	WFO	Su
Dayton	WLW-D	W
Detroit	WXYZ	M
Los Angeles	KTLA	Su
Memph. St. Paul	WCCO	Su
Seattle	KGGI	Su

The Kelllogg Company
 PROG. NO. 2 SUPERMAN

Chicago	WBKK	S
Denver	KRTV	M
Philadelphia	WCAU	M
Pittsburgh	WPM	W
Baltimore	WBAL	W
Columbus	WBNS	W
Cleveland	WNBK	W
New York	WNRB	M
Boston	WVAC	F
San Francisco	KNX	W
Ozark	WLTZ	P
Detroit	WXYZ	W
Los Angeles	KBCA	M
Mpls.-St. Paul	WCCO	T
Albany	WATZ	W
San Francisco	KGO	W

Time	Doc. Rating	Sponsor & Show
		Pacific Coast Road
		DEATH VALLEY
9:00-6:30 p.m.	7.1	Denver
		Baltimore
		New York
		Anson
		Orlando
		Los Angeles
		Mpls-St. Paul
		Atlanta
		General Tire Co.
		GREATEST D
		Los Angeles

6:30 p.m.	20.6	Wander Company	Chicago ..
6:30 p.m.	20.6	CAPTAIN MIKE	Denver ..
7:00 p.m.	17.8		Philadelphia
7:00 p.m.	23.7		Washington
7:00 p.m.	22.6		Baltimore
7:00 p.m.	22.6		Columbus
7:00 p.m.	21.7		Cleveland
6:30 p.m.	22.2		New York
6:30 p.m.	21.4		Boston
6:00 p.m.	19.9		Cincinnati
5:30 p.m.	13.9		Detroit
7:00 p.m.	6.6		Los Angeles
6:30 p.m.	26.1		Los Angeles
6:30 p.m.	21.5		Los Angeles
6:00 p.m.	25.4		San Francisco
6:00 p.m.	16.9		
5:30 p.m.	14.1		

JOHNNY JUPITER
Chicago
Denver
New York
Boston
Detroit
Los Angeles
Mpls.-St. Paul
HAMILTON
JEWELERS 61
Chicago
Philadelphia
Washington
Columbus
Cleveland
Cincinnati
St. Paul
Spt. Francisco

Station	Day	Time	Des. Aired Rating
Company			
DAYS			
KITZ	M	9:10-10:00 p.m.	13
WBAL	Th	10:30-11:00 p.m.	16
WABO	Tu	10:30-11:00 p.m.	5
WNAC	F	10:30-11:00 p.m.	17
WHIO	F	10:30-11:00 p.m.	22
WHIO	Tu	8:30-9:00 p.m.	8
KTTV	Su	8:00-9:30 p.m.	1
WTCN	Su	10:00-10:30 p.m.	2
WAGA	Tu	10:30-11:00 p.m.	11
Day			
AMA			
KHJL	F	8:00-8:15 p.m.	1

Station	Wavelength	Frequency	Power
WBKX	5u	3:00-3:30 p.m.	7
KBTU	5u	3:30-4:00 p.m.	7
WFTU	5u	4:00-4:30 p.m.	8
WFTU	5u	4:30-5:00 p.m.	3
WFTU	5u	5:00-5:30 p.m.	3
WBNS	5u	5:30-6:00 p.m.	9
WBNS	5u	6:00-6:30 p.m.	9
WBNS	5u	6:30-7:00 p.m.	11
WBNS	5u	7:00-7:30 p.m.	11
WBNS	5u	7:30-8:00 p.m.	11
WBNS	5u	8:00-8:30 p.m.	11
WBNS	5u	8:30-9:00 p.m.	11
WBNS	5u	9:00-9:30 p.m.	11
WBNS	5u	9:30-10:00 p.m.	11
WBNS	5u	10:00-10:30 p.m.	11
WBNS	5u	10:30-11:00 p.m.	11
WBNS	5u	11:00-11:30 p.m.	11
WBNS	5u	11:30-12:00 a.m.	11
WBNS	5u	12:00-12:30 a.m.	11
WBNS	5u	12:30-1:00 a.m.	11
WBNS	5u	1:00-1:30 a.m.	11
WBNS	5u	1:30-2:00 a.m.	11
WBNS	5u	2:00-2:30 a.m.	11
WBNS	5u	2:30-3:00 a.m.	11
WBNS	5u	3:00-3:30 a.m.	11
WBNS	5u	3:30-4:00 a.m.	11
WBNS	5u	4:00-4:30 a.m.	11
WBNS	5u	4:30-5:00 a.m.	11
WBNS	5u	5:00-5:30 a.m.	11
WBNS	5u	5:30-6:00 a.m.	11
WBNS	5u	6:00-6:30 a.m.	11
WBNS	5u	6:30-7:00 a.m.	11
WBNS	5u	7:00-7:30 a.m.	11
WBNS	5u	7:30-8:00 a.m.	11
WBNS	5u	8:00-8:30 a.m.	11
WBNS	5u	8:30-9	11

Rubaloff UTP Promosh Exec

In his new capacity, Rubaloff is prepping material for UTP newest properties, "Waterfront," starring Preston Foster, and "The Lone Wolf" telefilm series starring Louis Hayward, both of which resume production this month.

RE An Exceptional
TV Film Series
ACTION...
ADVENTURE...
EXCITEMENT...
SUSPENSE...

A natural for dynamic merchandising promotion...Filmed in COLOR...to meet the growing color demand.

Each film a complete show. Thirteen unique subjects 12½ minutes each, open ends! A Sporting Series that is a natural for all the family.

Merman Heads
G-K Production

HOLLYWOOD, Jan. 9.—D. Merman, veteran motion picture production executive, this week assumed his new duties as supervisor of production for the entire Gross-Kraane Productions operation at its California Studios here.

**CBS-TV Film Org
Adds 3 Salesmen**

NEW YORK, Jan. 9.—CBS-TV Film Sales this week added three more salesmen to its staff. Jim Orchard was hired to join the scout group in New York City. Richard P. Buch will manage its Atlanta office. Barr Sheets is to join its Chicago division.

ALSO IN PRODUCTION by CORNELL:

A full COLOR golf series, starring golden's most colorful, most beloved figure, Jimmy Demarell (For early Spring release)
More than 150 other shorts available (in COLOR - cartoons, documentaries, etc.) Write for full catalog and further information.

CORNELL FILM CO. 1501 BROADWAY
NEW YORK 36, N. Y.

.....

THE BLUE BOOK: (Days for Stage) \$34
 MONIES—\$3.05 PER COPY
 GAGS—\$325.00 (Worth over \$1,000)
 D. L.
 19, N. Y. DEPT. BB CIRCLE 7-1130

Later, when asked how soon the "shipment" would arrive, Scott told newsmen that "I heard the price is on

125 Stations Answer Poll on Committee Plan

NEW YORK, Jan. 9.—Polling of TV stations to ascertain how they feel about the proposition to have the all-industry committee wishes to present to the American Society of Composers, Authors and Publishers, has progressed to the point where returns from 125 stations have been received. The reports from these stations are substantially akin to the committee's plan, which was explained to them recently by committee chairman Dwight Martin via network closed circuit talks and via letter.

ASCAP expressed views the polling as optimistic portent, but figured returns from many more stations would be necessary before an offer of the deal to ASCAP would be made. Meanwhile, all court action pending.

ASCAP said negotiations with the networks "looking out of a blanket license deal for nets and their owned and operated stations, are progressing favorably."

Katz to Handle 3 Oberstein Labels' Sales

NEW YORK, Jan. 9.—Irv Katz, president of the American Record Guild and Young People's Records, will join El Oberstein's Record Corporation of America on January 18 as sales manager for the Atlantic, Varsity and Allegro labels. Katz joined CRG in 1949 after five years with Apollo Records.

The future policy changes affecting the Royale, Varsity and Allegro sales organizations has not been finalized, it is known. But Katz will be in Atlanta, the sales force as part of a move to expand retail outlets for the Oberstein LP and 78 in catalog, which now contain over 600 packages.

Cutrer, Rawley Set By Abbott & Faber

HOLLYWOOD, Jan. 9.—Faber Abbott, president of Capitol Records, has added to the firm's talent roster with the signing of Jimmy Cutrer and Jerry Rawley. Both were linked to standard record companies during Robinson's tenure concluded nationwide tour. Cutrer will appear on the firm's Abbott label and Rawley via Faber.

COLUMBIA MAKES MODERN JAZZ' BD WITH FLOURISH

NEW YORK, Jan. 9.—Columbia Records, which up to now has shied away from modern jazz, is jumping into the field proper with a new disc, the disk, which is expected to be a major success. The new disc, which is expected to be a major success, is expected to be a major success.

In addition, the diskery obtained a release from Pacific Jazz

Autry Tees Off Week aunt

HOLLYWOOD, Jan. 9.—Gene Autry and a company of more than 50 embarked on seven-week road "our U. S. week that will cover 17 States and 50 cities.

By special bus, station wagon and plane, Autry "Melody Ranch" band headed for Duluth, Minn., and its opening yesterday Group will then work way south. The finale, February 20 in T-r-n-g-h-a-l-A.

Cast was boosted to record size with the addition of a band of Indiana and a new group of cowgirls.

THIS VERSION IS UNCENSORED

NEW YORK, Jan. 9.—The latest Columbia Masterworks news, the mailing piece that goes out to dealers listing the firm's new classical releases, contains a clever gimmick to help push sales of a new classical album. The set advertised contains two Borodin compositions, "In the Steppes of Central Asia" and the "Polovtsian Dances," and the slogan reads "Kismet in the Original!"

RCA's Nitro Groove Label

NEW YORK, Jan. 9.—RCA Victor will introduce its new Groove label, a series devoted exclusively to rhythm and blues disks, in February. This will mark the end of rhythm and blues on the RCA Victor label. Still to be ironed out is the distribution set-up for the Groove label. Plans are expected to call for offering the line to the current group of RCA Victor distributors, but not insisting that they carry the line. Some Victor brass believe that it would probably mean that many independent disk distributors would be dropping the RCA Groove label, since some of the RCA Victor distributors consider themselves not set up to do the best merchandising and selling job on r&b disks. The artist and repertoire duties for Groove would be handled by Danny Kessler, currently in the same position for the parent label.

MUSIC CITY MOOLA

Photo Disk Ties In, Credit Pan Am Link

By JOEL FRIEDMAN
HOLLYWOOD, Jan. 9.—Pioneering in the self-service type of retail merchandising, Music City, Hollywood, has molded a marriage of phonograph equipment sales and records to an annual volume of more than \$1,000,000.

Approximately \$300,000 represents the annual sales volume of the firm's phone department alone, from which stems the basic operating precept of the organization—"every phone customer

Revolution in Manufacturing Doubles Output in Records

Col. Puts \$1,000,000 Into Injection Process; Victor Ups Compression

Continued from page 1

tially in 1954. All of the 35-cent seven-inch 78 Bell Records and Bell's 45s are injection molded. Varsity and Riverside, to name only two indie, market injection molded LPs. Most indie records, with Golden Records and Peter Pan and Decca, have their records injection molded. Every large diskery, including RCA Victor, has been using the injection molding machines which are used for test disks.

While injection molding has made great strides recently, the original method of record manufacture—compression—has fought abroad as rapidly as injection processes. RCA Victor

has led the way in new compression molding techniques to make disks automatically, with a minimum of operator attention. The company has set up groups of compression machines to work automatically, and now has two machines each which turn out records automatically. The current rate of compression production for 45s on RCA Victor's automatic is 160 per hour per machine. In 1945 a plant that produced 50 ten-inch 78s per hour per machine was considered remarkably efficient.

The rapid progress in record production practices, in the few years, the possibility of lower

record prices. The tremendous stepped-up of production in recent years has enabled diskeries to keep prices low and steady, while the cost of material and labor have been rising.

The use of automatic techniques in compression molding and the automatic injection molding machines has enabled the diskeries to use less manpower while increasing production, thus cutting labor costs. The great cost of plant investment in injection machines, as in the case of Columbia, makes lower disk prices, however, a distant possibility.

Two plastic molding processes are used for record manufacture: Compression and injection molding. Compression molding, which has been used since the flat disk was first made at the turn of the century, is similar to making waffles on a waffle iron. The record material, shellac or vinyl, is put into mold cavities where the application of heat and pressure makes the material first soft or plastic, then hard or polymerized.

This is the first report of a three-part series about the revolution taking place in the manufacture of phonograph records. The next will deal with the quality aspects and the economic aspects of the new molding. The third will examine the advances in the use of automatic molding and record fabrication. The second report will appear next week.

Injection molding styrene plastic granules are fed into the machines (automatically) and are softened by heat and friction. The softened plastic is then injected into molds where the styrene sets. Injection molding produces disks in hundreds and scores of other products are made in this manner.

The first companies to make records via injection were the disk firms, with Columbia and Victor. Then came the leaders. In order to turn out a record in acceptable quantity, both a quality and a price standpoint a special plastic compound was developed.

In injection molding styrene was found most suitable than vinyl or shellac compounds. The new plastic, known as Monomer Chemical Company are the two leading producers of record resin for injection molded records.

Manufacturers

Any machine that turns out injection molded products can be used for manufacturing records as long as changes are made in some of the newer models have eight cavities. Most of the machines being used by Columbia and Bestway are two-cavity machines. The initial cost of an injection molding machine is high, ranging from \$25,000 to \$30,000.

The price of a compression machine, run from \$2,000 to \$5,000, the automatic machine run as high as \$5,000. Dies for injection machines are also expensive, running up to \$5,000 for compression machines.

Thus, the plant investment for injection molding machines is amortized them. This heavy initial cost is one of the reasons injection

(Continued on page 32)

RCA Record Sales Jump 20% in 1953

Sacks Names Three Factors, Says Industry Could Hit \$250,000,000 in 1954

NEW YORK, Jan. 9.—RCA Victor Records sales for 1953 were 20 per cent over the preceding year, according to the year-end statement for the diskery issued by Vice-President and General Manager Mike Sacks.

According to Sacks the 20 per

cent Victor hike outpaced the disk industry's general business increase which he estimates to have been 12 per cent. Sacks also noted that the disk industry for 1954 could reach \$250,000,000, all-time high, if the same rate of increase continued thru the current year.

Sacks attributed much of the total industry increase to additional multi-speed turntables which went into use during the past year, the rapid acceptance of 45 r.p.m. extended play disks and heightened interest in records generated by high fidelity sound.

Three Factors Cited by Sacks as major achievements in Victor's progress (Continued on page 18)

Capitol Inks Anthony to 5-Year Pact

HOLLYWOOD, Jan. 9.—Soured by peak disk sales during 1953, Capitol Records has signed recordist Ray Anthony to a new five-year recording contract.

Announcement of the new pact was made by Alan W. Livingston, Capitol vice-president in charge of artists and repertoire, who conducted negotiations with Anthony's manager, Fred Berman, and Tom Rockwell, head of General Artists' Corporation.

Anthony's first recording was with Capitol, signed in 1948, was for seven years, and had two years to run prior to the new injection molding machine for Anthony during 1953 was his dance rendition of "Daddy-O" with "Bunny Hop" close second.

"A Full Analysis of the Pre-Spring Outlook for Phono Sales"

—that's the theme of

The Billboard

SPRING PHONO MARKET ISSUE

DATED FEBRUARY 13

A "must" issue for everyone engaged in buying, selling and distributing phono equipment in all price levels.

It's THE Record...

SALES ROCKETING

Tony Bennett

has
the
BIG
record
of...



STRANGER IN PARADISE

Personal Management
RAYMOND MUSCARELLA
1750 Broadway New York, N. Y.



COLUMBIA
40121

"Columbia" and CD Trade Marks Reg. U.S. Pat. Off. Names Registered

'Believe' Wins '53 Peatman Pop Honor

Pulls 34,339 ACI Points on AM-TV; 'Moulin', 2d; 'Tea for 2' Top Standard

NEW YORK, Jan. 9.—During 1953, Audience Coverage Index points on television ran ahead of network radio, according to a study by the National Bureau of Standards of the Federal Bureau of Investigation. In recapitulating the top page and standards of the radio and radio, Peatman points out that "I Believe," the No. 1 song on the list, received 34,339 ACI points. Peatman estimates that "more than one-third of a 1,000,000,000 listener-impressions."

On radio the tune received 15,738 ACI points; on television it received 18,601 ACI points. It was the Peatman weekly survey 30 weeks.

Runner-up for the top pop of the year was the film tune, "Song From Moulin Rouge."

Vincent Youmans' "Tea for Two" family carried the honor as the top standard of the year, with a total of 11,396 radio-TV points. It was by Berlin.

Peatman points out that writer honors received of his tunes appearing among the top 25 standards.

Here are the standings for the

RCA Mulls 45 Releases

NEW YORK, Jan. 9.—RCA Victor exact this week were considering cutting the distributor's cost price of delay copies of new releases on 45 r.p.m. disks. The on is the desire to save money on the part of distributors and retailers by shipping 45's rather than 78 r.p.m. platters to jocks on new releases. Being lighter and smaller, it would cut shipping costs by about 30 per cent if adopted. A jockey would then be shipped on 45's instead of 78's.

In addition to lower-priced discs, the firm is also attempting to work out a lower price for the 45 r.p.m. conversion of 78's. It would be a more expensive for RCA to convert their 78 r.p.m. RCA Victor tunes to 45's, rather than 78's, than cost about \$30. Naturally, RCA would have to be able to place the 45's before the 78's could ship them out to the stations in quantity, the firm says. It can sell the deejay copies for a low price, and if they can get a less expensive conversion kit, it will go on an all-out drive to start the changeover to 45's for

Nicrome's 50G Disking Plant

NEW YORK, Jan. 9.—At a reported investment of approximately \$50,000, the Nicrome Engineering Corporation has been opened here and is currently under construction of the firm's newest record processing plant.

Firm will utilize 400 square feet of space in its new plant with a capacity of 150 plates per day, and will offer complete master service.

Nicrome engineers are currently working on a new plastic master development, which, if successful, would reduce the cost of processing.

Plant is expected to be completely equipped and in operation by March.

TV BIG FACTOR IN TUNE PREEM

NEW YORK, Jan. 9.—The power of TV in helping to boost the tune or a record, as has been illustrated in the past with Julius and Ethel's recordings, was demonstrated again last week when Bing Crosby's new record, "Bingle Bingle," his first in the "All Come Monday" (6), distributor orders for the new version of "Bingle Bingle" were placed. The firm has moved twice as the week before.

year in the pop and standard lists, and the titles and their publishers.

1. I Believe	William J. Crockett
2. Song From Moulin Rouge	Chappell
3. A Kiss in Portugal	Chappell
4. A Kiss in Portugal	Chappell
5. A Kiss in Portugal	Chappell
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St. Louis Blues	Handy
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FIRST -----!

EARTHA KITT



SOMEBODY
BAD
STOLE DE
WEDDING
BELL
and
LOVIN'
SPREE

20/47-5610

RCA VICTOR
FIRST IN RECORDED MUSIC



HENRI'S TOPPER*!!

Hey, Mr. D. J. and COIN OPERATOR—

TRY THIS.

..FOR SIZE

IT'S JAUNTY!

IT'S SHARP!

IT'S SMART!

IT'LL FIT!



**HENRI
RENE'**
and his
orchestra
play...

W
MADCAP
W

20/47-5595

b/w Seashells

on RCA Victor Records

Extra Added

• Continued from page 12

month of a return date at the Astor Hotel's Columbia Room... Billy Daniels will try to help his estranged wife, Martha, to get a cafe date. He also will do his third Palladium London, date next April... Dorothy Shay will

open at London's Cafe de Paris, April... Frank Ross and Anita La Pierre will do British vaude dates next summer... Al Bernier's date on the Kate Smith TV show, January 18 and 21, will make it his fifth time on that show in the past six weeks.

Chicago

The Kirby Stone Quartet opens next week at the Town Casino in Buffalo, January 18, and then moves into the Lake Club at Springfield, Ill., for a frame... Skeets Minton, the ventriloquist, is currently appearing at his own place at Clermont, Ill., along with Johnny Paul, the other owner, who is billed as the Clown Prince of Magic.

Helen Traubel opens January 20 at the Cher following the current run of Billy Daniels... Palachou follows Los Chavales De Espana into the Palmer House on January 14.

Sunny Bernst, former Chl indoor-outdoor boogie, now living in Depere, Wis., is booking talent at four of the clubs in that area. Spots include the Pinedilly, Gay Nineties, the 616 Club in Green Bay, and the Flame Club in Menominee.

Philadelphia

Dorothy Lamour is set to make her first personal here at the Lat-in Casino, starting March 11... Nita Dupree takes over the singing spot at the Golden Supper... Nick Ravell is back at the private membership CR Club... Mickey Marlowe, cover girl known as a seagbird by vocal coach Artie Singer, made her nitty here at the Celebrity Room starting January 4.

Boston Clubs

• Continued from page 12

or gave the band notice. The Vendome's Moulin Rouge continued without the usual trio. After skipping the first show of the

New Vegas Inn

• Continued from page 12

of Las Vegas on the highway to Boulder Dam.

Moore said he plans to run the hotel but lease out the theater-restaurant. He declined to identify the parties who will handle his entertainment and cuisine.

Since his departure from the Last Frontier, Moore has been working to put over an ambitious \$12,000,000 financing deal to construct a 10-story Strip hotel with 1,000 rooms, to be known as the Caribbean.

Moore said his Showboat plans will have no effect on the projected Caribbean, but declines to discuss details of the big one.

Associates claim his Caribbean plans involve insurance financing, with the delay being due to unfavorable amortization schedules for tax purposes.

Gale Sells Out

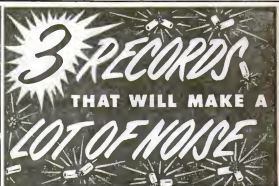
• Continued from page 12

ation which will give club date agents a cut on business brought in. It will work this way: Agents retained to provide shows for private organizations will be encouraged to shift the entire functions to the Celebrity Club which will serve the dinner, furnish the entertainment plus dancing. The agent in turn will get 10 per cent of the total tab run up by his group as his cut.

Alan Gale, who sold his Miami Beach Celebrity Club some time ago and has now disposed of his New York club, will go back to performing after he closes his Copa City, Miami Beach, spot that he took over this season. He plans to do mostly one nighters thereafter.

opening night, the Revere Frolic went on with a tape recorder.

Club owners in general threatened either to sue the musician's union or bring in non-union bands. AFM officials could not be reached, but consensus seemed to be that only action taken on non-union hiring during strike period would be to forgive and forget. Consensus also agreed that all the bands played for patrons, big was way off even for traditionally slack nights.



BILLY WARD AND HIS DOMINOES

MY BABY'S 3-D
UNTIL THE REAL THING COMES ALONG
FEDERAL 12162

YORK BROTHERS

TIGHT WAD
KENTUCKY
KING 1299

TINY BRADSHAW

PING PONG
POWDER PUFF
KING 4687

AVAILABLE ON 45 RPM

DISTRIBUTED BY



RECORDS

AVAILABLE IN CANADA ON Quality KING RECORDS

PHONOGRAPH RECORDS

My new, POPULAR-WEATHER, will mean 100 records, uncut, all new, latest master order or check. For instant delivery.

Acme-HI Distributing Co.
2500 W. Pice Blvd., Los Angeles 16, Calif.

Dealers-Distributors

Wanted: Largest selection of uncut dance records for dance halls and restaurants. The Best, the Best, the Best. Russell Records, Box 328, Ventura, California.

ORCO RECORDS, INC.

127 Vine St. New, Hollywood 30, Calif.

JACK LACY

WINS, New York City, says "I think ORCO RECORDS' promise of 'Great Music, Great Prices' is 'Great'. But that's why I entered it as my slogan of the year. It deserves a lot of attention."

SACRIFICE

40,000

BRAND NEW RECORDS

Wholesale and Retail. All items, New, Old, Great.

BOX B-15

c/o The Billboard
1100 Palladium St. Cincinnati 30, O.

CORAL RECORDS'

#11

BEST SELLER

Teresa Brewer's

No. 2
in
St. Louis

No. 2
in
Detroit

HE KIPZ

No. 6
in
Chicago

Coral Record #61066

...and
only out
2 weeks

Breaking Wide Open Coast to Coast

CORAL RECORDS

America's Fastest Growing Record Company

"Sure To Sell a Million"



Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER C'EST SI BON	S. Froberg...	2677
ANSWER ME, MY LOVE	N. Cole	2687
WHY	R. Anthony...	2427
THE BUNNY HOP THE HONEY POKEY	R. Anthony...	2427
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP TENDERLY	S. Neilson	2685
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights...	2654
I LOVE PARIS GIGI	L. Butler	2479
IT HAPPENED ONCE BEFORE HOLIDAY	The Four Freshmen	2564
O MEN PAPA SECRET LOVE	R. Anthony	2678
OH SAY	P. Hunt	2442
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD	S. Froberg	2596
SOUTH OF THE BORDER I LOVE YOU	F. Sinatra	2638
STRANGER IN PARADISE NEVER IN A HILLOW YEARS	G. MacRae	2652
THE TENNESSEE CHURCHBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE	M. Whiting & J. Wakely	2689
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	D. Griffith	2693

LATEST RELEASE

No. 403

ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II	Deacon Andy Griffiths	2698
IN THE MOOD TUZEDO JUNCTION	Ray Anthony	2699
AFTER ALL THE PUCKER NUT TREE	Chuck Miller	2700
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	Tommy Collins	2701
CATSUP AND HONEY A LONESOME LOVER'S LIE	Billy Strange	2702

TOMMY COLLINS

in a terrific following to
"You Gotta Have a License"

"You Better Not Do That"
and "High On A Hilltop"

on Capitol Record No. 2701

TOP SELLER
OF THE WEEK!
Based upon Actual Sales

**"THAT'S
AMORE"**
with
DEAN MARTIN
Record No. 2589

TOP SELLERS—

COUNTRY & HILLBILLY

Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU)	J. Shepard & F. Huskey	2502
BIMBO EVERYTHING TO LOSE, NOTHING TO GAIN	R. Martin	2469
FORGIVE ME, JOHN MY WEDDING RING	J. Shepard & F. Huskey	2586
GO CRY YOUR HEART OUT WAKE UP, IRENE	K. Thompson	2446
JOY MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
THE RED OCK OF CARDS LORD, SEND AN ANGEL	T. Rittler	2686
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO	M. Carson	2634
SWAY (WHY) AND GO, BOOM! SWEET, JENNIE LEE	M. Moore	2691
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME	F. Huskey	2627
YOU GOTTA HAVE A LICENSE THERE'S NO OTHER	T. Collins	2584

Chuck Miller



BEST SELLING—

POPULAR ALBUMS

Listed Alphabetically

CAN-CAN Original Broadway Cast	452
THE DESERT SONG Gordon MacRae, Lucille Norman	351
THE EDGIE CARTON STORY Eddie Cantor	467
GERRY MULLIGAN AND HIS TEN-TETTE Gerry Mulligan	439
THE HIT MAKERS! Les Paul & Mary Ford	416
HITS FROM CAN-CAN Top Capitol Artists	482
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason	366
MUSIC FOR LOVERS ONLY Jackie Gleason	352
MUSIC TO MAKE YOU MISTY Jackie Gleason	455
HAT (KING) COLE SINGS FOR TWO IN LOVE Nat (King) Cole	420
HAT (KING) COLE'S TOP POPS Nat (King) Cole	9110
SONGS OF THE BRAZOS VALLEY Ruth Thompson	418
SUNNY ITALY Dean Martin	481

BEST SELLING—

CHILDREN'S ALBUMS

Listed Alphabetically

BOZO AND THE BIRDS Pinto Colvig	3033
BOZO AT THE CIRCUS Pinto Colvig	3030
BOZO ON THE FARM Pinto Colvig	3076
I TAUT I TAW A PUDDY TAT Mel Blanc	3104
LITTLE TOOT Don Wilson	3001
MICKEY MOUSE'S BIRTHDAY PARTY Stan Freberg	3165
NEVER SMILE AT A CROCODILE & FOLLOWING THE LEADER Jerry Lewis	3163
SHOWBOW TWENTY Mel Blanc	3169
THE TEDDY BEAR'S PICKIN' & I'VE A LITTLE TEADOT Frank DeVol	3083
THREE LITTLE PIGS Don Wilson	3018
TWEETY PIE Mel Blanc	3074
WALT DISNEY'S STORY OF ROBIN HOOD Hester Pairs	3138
WOODY WOODPECKER AND THE ANIMAL CRACKERS Mel Blanc	3149

sales zooming
on

"I GET SO
LONELY"

and

"I COULDN'T
STAY AWAY
FROM YOU"

by
the **FOUR
KNIGHTS**

Capitol Record No. 2654

ESSEX STARTS '54 WITH 2 BIG ONES

CALLAHAN'S MONKEY

9/11

MELODIA

ESSEX # 337

NORRIE PARAMOR

and his orchestra



BECKORRAH

9/11 HI LILU HI LO
ESSEX #335

RAY MARTIN

and his orchestra



ESSEX

Columbia Graphophone (EMI) Releases On

RECORDS

The Billboard Music Popularity Charts HONOR ROLL OF HITS

Trade
Mark
Reg.

The Nation's Ten Top Tunes ... for Week Ending January 9

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts. **W** indicates the week in this issue. **(P)** indicates tune is from a film; **(M)** indicates tune is from a motion picture.

1. Oh, Mein Papa (Oh, My Papa) 1 6

By John Turner, Geoffrey Parsons and Paul Burkhardt—Published by Shapiro-Bernstein (ASCAP).
BEST SELLING RECORDS: Eddie Fisher, V 20-5522; Eddie Calvert, Ecca 3511; **OTHER RECORDS AVAILABLE:** B. Anthony, Cap 2674; L. Anna, London 18311; Braxatt, London 1405; B. De Wette, Coral 6111; D. Hill, V 20-5541; H. Jarrow, P. Weston, Col 4014; R. Morgan, Dec 2966; T. Redford, V 47-5048; F. Roth, Mercury 70283; N. Vadasi, V 20-5569; B. Wotawa, Coral 6111.

2. Stranger in Paradise 4 7

By Robert Wright and George Forster—Published by Frank (ASCAP).
BEST SELLING RECORDS: T. Bennett, Col 4012; Four Aces, Dec 2897; T. Martin, V 20-5531; **OTHER RECORDS AVAILABLE:** V. Danmore, Mercury 70289; B. Flanagan, V 20-5585; Iak Spook, King 1304; G. MacBee, Cap 2652; A. Romero, V 20-5531; L. Stokowski, V 10.

3. Rags to Riches 2 17

By Dick Adler and Jerry Moss—Published by Saunders (ASCAP).
BEST SELLING RECORD: T. Bennett, Col 4014. **OTHER RECORDS AVAILABLE:** A. Martin, Pion 1074; E. Russo, Bell 1013; G. Shaw, Dec 2888; B. Ward & H. Dominguez, King 1280.

4. Changing Partners 3 7

By Larry Coleman and Joe Darton—Published by Forgia (BMI).
BEST SELLING RECORDS: P. Page, Mercury 70260; E. Starr, Cap 2677; **OTHER RECORDS AVAILABLE:** Crickets, Jax Dec 785; B. Crosby, Dec 2890; H. Forster, Bell 1017; Iak Spook, King 1304; P. W. King, V 20-5537; D. Snow, V 20-5515.

5. That's Amore 5 10

By Jack Brooks and Harry Warren—Published by Paramount (ASCAP).
BEST SELLING RECORD: D. Martin, Cap 2549. **OTHER RECORDS AVAILABLE:** B. Warren, M-G-M 1124.

6. Rieochet 6 13

By Larry Coleman, Norman Ginkel and Joe Darton—Published by Shelton (BMI).
BEST SELLING RECORDS: T. Bennett, Coral 6112; **OTHER RECORDS AVAILABLE:** A. Davis, Suters, Tanager 5; Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 2914; V. Young, Cap 2543.

7. Ebb Tide 7 20

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP).
BEST SELLING RECORDS: F. Chackford, London 1318. **OTHER RECORDS AVAILABLE:** C. Applewhite-Cameron, Dny, Dec 2897; D. Bellard, Dec 3037; L. Becker-Enoch Light Orchestra, Pion 1084; J. Columbia, Dec 2897; V. Danmore, Mercury 70216; E. Griffin, Col 4003; B. Harmon, Bell 1012; Iak Spook, King 1297; R. Maxwell, Mercury 70177; L. Webb, Coral 61075.

8. Heart of My Heart 9 8

By Ben Ryan—Published by Robbins (ASCAP).
BEST SELLING RECORDS: Four Aces, Dec 2897; D. Cornell, A. Dale, J. Desmond, Coral 61075. **OTHER RECORDS AVAILABLE:** E. Fisher, Dec 3037; Four Vagabonds, Apollo 1076; F. Lane, Mercury 70262; Maple City Four, Mercury 6084; Sister Moon, King 1307.

9. You, You, You 8 28

By Lotar Goss and Robert Mellin—Published by Robert Mellin (BMI).
BEST SELLING RECORDS: Ames Brothers, V 20-5525. **OTHER RECORDS AVAILABLE:** E. Griffin, Col 4003; J. Harmon, Mercury 70188; Homer & Jolson, V 20-5555; S. Larson, Bell 1009; K. Reno, M-G-M 11312.

10. Vaya Con Dios 12 30

By Larry Russell-Buddy Pepper & Inez Jansen—Published by Ardenne (ASCAP).
BEST SELLING RECORD: L. Paul M. Ford, Cap 2446. **OTHER RECORDS AVAILABLE:** L. Clouston, A. Lind, Bell 1010; L. Loken, Becker-Enoch, Luth 08, Pion 1094; E. J. Jones, Imperial 637; G. Lombardo, Dec 2930; B. Larkin, Columbia 634; W. Mason & Town Chorus, Atlantic 17001; J. Smith, Coral 6099; A. O'Byrne, Mercury 69047; W. S. Martin, Tania, Cap 214.

Second Ten

11. MANY TIMES.....	10 13
12. SECRET LOVE.....	14 2
13. YOU ALONE.....	12 10
14. EH CUMPARI.....	13 10
15. I SEE THE MOON.....	17 10
16. WHAT IT WAS, WAS FOOTBALL.....	— 1
17. ISTANBUL.....	14 10
18. WOMAN.....	16 2
19. CEST SI BON.....	10 16
20. JONES BOY.....	20 2

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with a New 2 Sided Smack

Jimmy Sada

YOU'RE
ALL
THAT
I NEED

and

ALONE

singing
DOT 15130

Be sure and see Jimmy
and The Hilltoppers Tues-
day, January 12, on the
Milton Berle Show.

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OUT OF '54
with M-G-M**

MORNING BIRD

and
his
orchestra

Barbra Streisand

JONI JAMES

**YOU'RE MY
EVERYTHING**

MGM 30829 78 rpm • R 30829 45 rpm

**YOU'RE
NEARER**

BILLY ECKSTINE
RENDEZVOUS I'M
IN A
MOOD
MGM 11655 78 rpm • R 11655 45 rpm

ALAN DEAN
WHAT ARE
YOU
WAITING
FOR CALL ME
ANYTIME
AT ALL
MGM 11658 78 rpm • R 11658 45 rpm

FRAN WARREN
IF I COULD
HAVE YOU
BACK
AGAIN IT'S
ANYBODY'S
HEART
MGM 11616 78 rpm • R 11616 45 rpm

BOB STEWART
**DID I
REMEMBER** CARELESS
MGM 11659 78 rpm • R 11659 45 rpm

BARBARA RUIK
THAT'S WHAT
A RAINY
DAY
IS FOR TICK
TICK
BOOGIE
MGM 11647 78 rpm • R 11647 45 rpm

DAVID ROSE
OUR
WALTZ PARADE
OF THE
CLOWNS
MGM 30824 78 rpm • R 30824 45 rpm

THE NOCTURNES POPPA PICCOLINO

FOR THE FIRST TIME
IN A LONG TIME

MGM 11644 78 rpm • R 11644 45 rpm

PAT O'DAY
A BIRD TAKE
FLYING ME
NORTH HOME
MGM 11645 78 rpm • R 11645 45 rpm

CARLOS RAMIREZ
A LITTLE I HAD
MORE OF TO KISS
YOUR AMOR YOU
MGM 30836 78 rpm • R 30836 45 rpm

ART MOONEY
and his Orchestra
THE CREEP
and
FLIRTATION WALTZ
MGM 11651 78 rpm • R 11651 45 rpm

LESLIE CARON and MEL FERRER
HI LILI, LILI AND THE
HI LO PUPPETS
MGM 30759 78 rpm • R 30759 45 rpm

HENRY JEROME
and his Orchestra
TIPICA CAFE
SERENADA PAREE
MGM 11594 78 rpm • R 11594 45 rpm

JOANN TOLLEY
HOW COME BUT NEVER
YOU NEVER MY LOVE
ANSWER FOR YOU
MGM 11630 78 rpm • R 11630 45 rpm

BOB SANTA MARIA
I REALLY THE
DON'T BIG
WANT TO DREAM
KNOW
MGM 11664 78 rpm • R 11664 45 rpm

ARTHUR (GUITAR BOOGIE) SMITH
COTTON THE
PATCH RAG HONEYMOON
IS OVER
MGM 11657 78 rpm • R 11657 45 rpm

M-G-M RECORDS

OF GREATLY NAMED ARTISTS
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MAKE FRIENDS

WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending January 9

Best Selling Sheet Music

This Week	Last Week	Chart
1. OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Bernstein	1	5
2. CHANGING PARTNERS (R)—Porgie	2	7
3. STRANGER IN PARADISE (R) (M)—Frank	3	7
4. EBB TIDE (R)—Robbins	4	17
5. THAT'S AMORE (R) (F)—Paramount	5	5
6. RAGS TO RICHES (R)—Saunders	5	18
7. RICOCHET (R)—Sheldon	7	11
8. HEART OF MY HEART—Robbins	10	4
9. VAYA CON DIOS (R)—Ardmore	8	23
10. YOU, YOU, YOU (R)—Mellin	9	26
11. SECRET LOVE (R)—Remick	13	3
12. MANY TIMES (R)—Broadcast	11	14
13. YOU ALONE (R)—Roncom	—	7
14. I LOVE PARIS (R) (M)—Chappell	—	2
15. I SEE THE MOON (R)—Plymouth	12	13
16. EH CUMPARI (R)—Crescent	—	6

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Postma's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) Indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

Bimbo (R)—Felix—BMI
Boogie Woogie Night (R)—Reganan, Vocco & Conn—ASCAP
Changing Partners (R)—Porgie—BMI
The Creep (R)—Miller—ASCAP
Dorothy Hear (R) (F)—Remick—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP
Dorothy Hear (R) (F)—Remick—ASCAP
Down by the River (R)—Speer—ASCAP
Ebb Tide (R)—Robbins—ASCAP
Face to Face (R) (F)—Whitman—ASCAP
Fin (R)—Frank—ASCAP
Groucho (R)—Pier—BMI
Heart of My Heart (R)—Robbins—ASCAP
I Believe (R)—Crownfield—ASCAP
I See the Moon (R)—Plymouth—ASCAP
In the Mood of St. Augustine (R)—Barnes—BMI
Island (R)—Alamo—ASCAP
Jones Boy (R)—Pier—ASCAP
Love Walked In (R)—Chappell—ASCAP
Many Times (R)—Broadcast—BMI
Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
Rags to Riches (R)—Saunders—ASCAP
Rochester (R)—Sheldon—BMI
Secret Love (R) (F)—Remick—ASCAP
Sligh Ride (R)—Mills—ASCAP
Stranger in Paradise (R) (F)—Frank—ASCAP
That's Amore (R) (F)—Paramount—ASCAP
Vaya Con Dios (R)—Ardmore—ASCAP
Woman (R)—Studio—BMI
You, You, You (R)—Mellin—BMI

Top 22 on Television

Bimbo (R)—Felix—BMI
Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
Secret Love (R) (F)—Remick—ASCAP
Senior (R)—Farnum—ASCAP
Stranger in Paradise (R) (F)—Frank—ASCAP
I Believe (R)—Crownfield—ASCAP
I See Paris (R) (M)—Chappell—ASCAP
Till We Two One (R)—Shapiro-Bernstein—ASCAP
The People (R)—American Academy—ASCAP
Make Love to Me (R)—Mellin—ASCAP
Many Times (R)—Broadcast—BMI
No Other Love (R)—Williamson—ASCAP
Dit Shore (R)—Hanson—ASCAP
Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
Secret Love (R) (F)—Remick—ASCAP
Senior (R)—Farnum—ASCAP
Stranger in Paradise (R) (F)—Frank—ASCAP
That's Amore (R) (F)—Paramount—ASCAP
Till We Two One (R)—Shapiro-Bernstein—ASCAP
The People (R)—American Academy—ASCAP
Make Love to Me (R)—Mellin—ASCAP
Many Times (R)—Broadcast—BMI
No Other Love (R)—Williamson—ASCAP
You, You, You (R)—Mellin—BMI

England's Top Twenty

Based on charted records from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates an American publisher.

1. Answer Me—Bourne (Bourne)
2. Secretly—Happold—Comet (Dartmouth)
3. Oh, My Papa—Maurice (Shapiro-Bernstein)
4. Poppa Piccolino—Sterling (Chappell)
5. Rag in Rhythm—Chappell (Dartmouth)
6. Rocoche—Vincenzo (Sheldon)
7. When You Hear His Bell—Bus & Cox (Bus & Cox)
8. I Saw Mommy Kissing Santa Claus—Martin (Harcourt)
9. Vaya Con Dios—Molloy (Ardmore)
10. I Love Me—World-Wide (Pier)
11. Checks Room—Dish (Hawthorne)
12. When You Were Here—Chappell (Chappell)
13. Golden Tango—Lawrence Wright (Mills)
14. Evening Lullaby—Bourne (Bourne)
15. You, You, You—Mellin (American)
16. Song From Moulton Road—Connelly (Broadcast)
17. Furthest Walk—Bourne (Bourne)
18. I Believe—Clapham (Clapham)
19. Cry in the Chapel—Morris (Valley)
20. When Santa Got Stuck in the Chimney—Reine (Mills)

The New Gag Phrase that's Sweeping the Nation!



TURN AROUND BOY

TURN AROUND BOY

TURN AROUND BOY

TURN AROUND BOY

TURN AROUND BOY

LEW

DOUGLAS

and his Orchestra

and

CAESAR'S

BOOGIE

MGM 11654
78 rpm

K 11654
45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N.Y.

Turn Around Boy

Turn Around Boy

**BIGGER
THAN
EVER**

Patti Page "CHANGING PARTNERS"

COUPLED WITH

"Don't Get Around Much Any More"

MERCURY 70295 • 70295X45

THIS WEEK'S BEST BUYS *Billboard*

THE CREEP—Ralph Marterie Ork—Mercury 70281
Areas which reported strong action included New York, Buffalo, Chicago, Milwaukee and St. Louis. In Providence, Cleveland and Detroit the disk was reported good. Flip is "Love's Theme."



**RALPH
MARTERIE**
AND HIS ORCHESTRA

NEW RECORDS TO WATCH *Billboard*

RONNIE GAYLORD

Oh Am I Lonely

Cuddle Me—Mercury 70285

—The leader of the Gaylords turns in two very commercial-sounding sides, either one of which could pop out. Singer gets a lot of feeling into his renditions, and could easily make the grade as a single.



**RONNIE
GAYLORD**

FLASH! TREMENDOUS REACTION FROM DETROIT, CLEVELAND, NEW ORLEANS, MILWAUKEE...

**A GREAT
TWO-SIDED
HIT!**



Eddy Howard "Till We Two Are One"

COUPLED WITH

"LITTLE MISS ONE"

MERCURY 70293 • 70293X45

RHYTHM & BLUES HITS

Dinah Washington**"MY MAN'S AN UNDERTAKER"**

COUPLED WITH

"SINCE MY MAN HAS GONE AND WENT"

MERCURY 70284 • 70284X45

Buddy Johnson**"I'M JUST YOUR FOOL"**

COUPLED WITH

"A-12"

MERCURY 70251 • 70251X45

COUNTRY & WESTERN HIT

Joan Hager & Lloyd Ellis**"STEEL GUITAR RAG"**

COUPLED WITH

"THE LOVE I HOLD SO DEAR"

MERCURY 70273 • 70273X45



The Billboard's Music Popularity Charts

... for Week Ending January 9

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

WHY (Mogull, ASCAP)

ANSWER ME, MY LOVE (Bourne, ASCAP)—

Not (King) Gold—Cantel 2887

Disk picked up in a number of markets this week. A definite two-sided record, good reports were received from New York, Philadelphia, Buffalo, Durham, Cincinnati and Milwaukee. A previous "New Record to Watch."

WOMAN (Studio, BMI)—Rosemary Clooney-Joe Ferrer—Columbia 40144

Another two-sided one, good strength was reported from Buffalo, New York, Chicago, Detroit, St. Louis and Los Angeles. A previous "New Record to Watch."

FROM THE VINE CAME THE GRAPE (Randy Smith, ASCAP)

TIME WILL TELL (Gale and Gayles, BMI)—

Hilltoppers—Dot 15127

Forced out of the group's recent LP, good reports came in from Boston, Chicago, New York, Detroit and Milwaukee on "Vine."

"Time" is very strong in St. Louis. A previous "New Record to Watch."

MAKE LOVE TO ME (Melrose, ASCAP)—Jo

Stafford—Columbia 40143

Off to very good start, disk accounted for good sales reports from Philadelphia, Cincinnati, Cleveland, St. Louis and several Southern points. Flip is "Adi-Adios Amigo" (Hollis, BMI). A previous "New Record to Watch."

SADIE THOMPSON'S SONG—Richard Hay-

man—Mercury 70231

Movie tune has been around for some weeks. With film now around to help in exploitation, reports have definitely improved. Good activity is now reported in New York, Buffalo, Cincinnati, Chicago, Los Angeles, Detroit and Cleveland. Flip is "Drive In."

Rhythm & Blues

CALL BEFORE YOU GO HOME—Memphis

Slip—United 166

Big surge in this week's reports. Strong in

New York, Cincinnati, St. Louis, Cleveland and Los Angeles. Flip is "This Is My Lonely Day."

PING PONG—Tiny Bradshaw—King 4687

Good reports received from Philadelphia, Buffalo, Cincinnati, St. Louis and Milwaukee. Flip is "Powder Puff."

SINCE MY MAN HAS GONE AND WENT

MY MAN'S AN UNDERTAKER—Dinah Wash-

ington—Mercury 70234

Two-sided action here and numerous strong reports. Strongest came from New York, Philadelphia, Buffalo, St. Louis and Milwaukee. Several other areas added reports of good sales.

Country & Western

RUN EM OFF—Lefty Frizzell—Columbia 21194

Disk is registered and strong. Very strong in Dallas and New Orleans; it's also moving well in St. Louis, Cincinnati and Tennessee, according to reports.

NEW RECORDS TO WATCH

In the OPINION OF THE BILLBOARD, these new records merit special attention.

Rhythm & Blues

LITTLE MILTON

Somebody Told Me (Memphis, BMI)—Sun

194—Here's one to watch closely. New artist

has a good hook of material and he turns in

a strong and appealing performance. This

could happen. Flip is "Beginn' My Baby"

(Memphis, BMI).

FIVE ROYALES

I Do (Bess, BMI)

Good Things (Bess, BMI)—Apolo 452—

Group has clicked with one after another.

Power of team should go far in putting these

two sides over.

Sacred

EDDY ARNOLD

Robe of Calvary (Hill & Range, BMI)

Prayer (Alamo, ASCAP)—RCA Victor 20-

560—Another in the growing number of re-

cordings of "Robe." Arnold is singing simply

and sincerely all the way on both sides of

this disk. It's his strongest sacred entry in

some time.

Popular

EARTHA KITT

Lovin' Spree (Joy, ASCAP)

Somebody Bad Stole the Wedding Ball (E. H.

Morris, ASCAP)—RCA Victor 20-5610—

"Spree" is more of Eartha in her familiar

"come-hither" role while the flip is a cute

calypto. A disk well worth watching.

GEORGIA GIBBS

Somebody Bad Stole the Wedding Ball (E. H.

Morris, ASCAP)—Mercury—A very fetching

reading by Her Nibs of this clever calypso

duet. Backing too stands out. Flip is "Bau-

bles, Bangles and Beads," from the Mercury

EP of "Kismet."

RICHARD HAYES

King for a Day (Remick, ASCAP)

Downhill (Frank, ASCAP)—Mercury—Two

sides that should collar an awful lot of spins.

"King" features a very unusual arrangement

with a sock performance by Hayes, while

"Downhill" is a lovely country-styled duet.

LOU MONTE

I Know How You Feel (Caravan, ASCAP)—

RCA Victor 20-5611—Here's a potential

sleeper. It has all the qualifications—good

material, performance and backing. Some-

thing could happen if label runs with it.

Flip is "Darktown Strutters Ball" (Feist,

ASCAP).

Country & Western

WEBB PIERCE

Slowly (Hill & Range, BMI)

You Just Can't Be True (Cedarwood, BMI)—

Decca 28991—The high range of Pierce's

voice is in great shape as he wraps these two

sides up in solid fashion. This can be a real

big record.

HANK SNOW

Act 1, Act 2, Act 3 (Hill & Range, BMI)

Panorama (Hill & Range, BMI)—RCA Vic-

tor 20-5592—Snow tells these two sides well,

one a ballad and other a rhythm number

with a Latin beat. Good disk.

COMING UP IN THE TRADE

(Listed Alphabetically)

Popular

BIMBO

Jim Reeves—Abbott 148

CET SI BON

DEAR JOHN AND MARSHA

LETTER

Stan Freberg—Capitol 2677

THE CREEP

JUST ONE MORE CHANCE

Three Suns—RCA Victor

20-5558

THE CREEP

Ralph Marterie—Mercury 70281

GRANADA

Frankie Laine—Columbia 40138

THE JONES BOY

Willa Brothers—Decca 28945

MARIE

Four Tunes—Jubilee 5128

OUR HEARTBREAKING

WALTZ

BELL BOTTOM BLUES

Teresa Brewer—Coral 81066

STINGS OF MY HEART

MA MA PA PA POLK

The Gaylords—Mercury 70288

TILL THEN

The Hilltoppers—Dot 15132

TILL WE TWO ARE ONE

Georgie Shaw—Decca 28937

YOU'RE MY EVERYTHING

YOU'RE NEARER

Jon James—M-G-M 30829

Country & Western

BIMBO

CHANGING PARTNERS

See Wee King—RCA Victor

20-5537

CHEATIN'S A SIN

I GAVE MY WEDDING DRESS

AWAY

Kitty Wells—Decca 28931

HOORCHIE KOOTCHIE HENRY

GIGOLO

Mitchell Torok—Abbott 150

RUN EM OFF

Oxy Wheeler—Okeh 18022

SLEEP LOVE

WHY?

Slit Whitman—Imperial 8223

WHAT AM I GOING TO DO

WITH YOU?

DO-GONE IT BABY, I'M IN

LOVE

Carl Smith—Columbia 21197

Rhythm & Blues

DARK MUDDY BOTTOM

Mercury Dee—Specialty 481

EBB TIDE

Ink Spots—King 1237

GOOD, GOOD WHISKEY

Armo Kilburn—Aldon 3218

A SUNDAY KIND OF LOVE

Harp Tones—Bruce 101

TOO MANY

Joe Turner—Atlantic 1016

YOU'RE STILL MY BABY

Chuck Willis—Okeh 7015

CURRENT TOP RECORDS

See page 30 for the top pop records.

See page 40 for the top c.w. records.

See page 42 for the current top r.&b. records.

See pages 34 and 36 for the current top packaged records.

Station Reps Balk

Continued from page 4

toppers meet with the affiliates here next Thursday and Friday. It is rumored that some stations may propose that they be allowed to accept the evening plan and scrap the two daytime deals. There's little likelihood that the

network will take them up on the idea.

ABC's stand in that the plan is merely a device to put network radio within the economic reach of smaller advertisers by making it possible for them to buy time in smaller portions. In a letter to its affiliates advising them of the plan, the web observed, "There has been a trend in the direction of dispersing advertising mes-

sages rather than concentrating on particular time segments," citing NBC's Tandem Plan, CBS' Power Plan, and the Mutual Multi-Message Plan.

In reference to the SRA's comments on the Martin Block show, a spokesman for the web pointed out that few local delays are in a position to recruit the big name recording guests Block has lined up for his shows—Perry Como, Patti Page, Doris Day, Eddie Fisher, etc.

Color Surprise

Continued from page 2

much as there are at least two major color tubes and several variations of these in the hands of rival manufacturers, the situation is fraught with competitive possibilities in contrast to the black-white TV market where a single tube type has dominated

Another key factor is the size of tubes. It is generally expected that graduated sizes will start to appear late this year, even though color is regarded as still in an engineering and tooling-up stage. The outlook continues to be for an orderly transition from the monochrome era, since even if a competitive situation shapes up it would take years for color TV to overtake black-white numerically.

A SMASH IN ONE WEEK!

"FROM THE VINE

CAME THE GRAPE"

SENSATIONALLY PERFORMED BY

THE GRAYLORDS



MERCURY 70296 • 70296X45



**"FROM THE VINE CAME THE GRAPE" PUBLISHED BY
RANDY-SMITH PUBLISHING CO. NASHVILLE, TENN.**

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance as the result of sales. Results are based on The Billboard's weekly survey among the nation's top record stores representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. OH MY PAPA—E. Fisher.....	1	8	
Unit You Said Goodbye—V 30-552—ASCAP			
2. RAGS TO RICHES—T. Bennett.....	2	18	
Here Comes That Heartache Again—Col 40048—ASCAP			
3. THAT'S AMORE—D. Martin.....	3	18	
You're the Right One—Cap 2549—ASCAP			
4. CHANGING PARTNERS—P. Page.....	5	8	
Where Did My Sweetman Go?—Mercury 7030—BMI			
5. RICOCHET—T. Brewer.....	4	14	
Too Young to Tango—Coral 61043—BMI			
6. STRANGER IN PARADISE—T. Bennett.....	8	8	
Why Does It Have to Be Me?—Col 40121—ASCAP			
7. STRANGER IN PARADISE—Four Aces.....	7	7	
Heart of My Heart—Dee 3977—ASCAP			
8. EBB TIDE—F. Chacksfield.....	8	20	
Whispering Style—London 1758—ASCAP			
9. OH MEIN PAPA—E. Calvert.....	8	7	
Mystery Street—Eues 136—ASCAP			
10. STRANGER IN PARADISE—T. Martin.....	13	3	
I Love Paris—V 30-553—ASCAP			
11. HEART OF MY HEART—Four Aces.....	11	7	
Stranger in Paradise—Dee 3977—ASCAP			
12. SECRET LOVE—Doris Day.....	17	2	
Deadwood Stage—Col 40108—ASCAP			
13. WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith.....	20	3	
Cap 2693—BMI			
14. CHANGING PARTNERS—K. Starr.....	18	8	
I'll Always Be in Love With You—Cap 2671—BMI			
15. EH CUMPARI—J. La Rosa.....	10	18	
Tell Them All Love Means—Cadenza 1213—ASCAP			
16. YOU ALONE—P. Como.....	12	11	
Pa-Pa Mama—V 30-547—ASCAP			
17. YOU, YOU, YOU—Ames Brothers.....	15	30	
Once Upon a Time—V 30-532—ASCAP			
18. VAYA CON DIOS—L. Paul-M. Ford.....	14	31	
Johnny—Cap 2486—ASCAP			
19. ISTANBUL—Four Lads.....	18	13	
I Should Have Told You Long Ago—Col 40042—ASCAP			
20. HEART OF MY HEART—A. Dale, J. Desmond, D. Cornell.....	—	3	
I Think I'll Fall in Love Today—Cap 4076—ASCAP			

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes through the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. RAGS TO RICHES—T. Bennett.....	1	18	
Here Comes That Heartache Again—Col 40048—ASCAP			
2. OH MY PAPA—E. Fisher.....	2	8	
Unit You Said Goodbye—V 30-552—ASCAP			
3. THAT'S AMORE—D. Martin.....	4	9	
You're the Right One—Cap 2549—ASCAP			
4. CHANGING PARTNERS—P. Page.....	5	8	
Where Did My Sweetman Go?—Mercury 7030—BMI			
5. RICOCHET—T. Brewer.....	5	14	
Too Young to Tango—Coral 61043—BMI			
6. OH MEIN PAPA—E. Calvert.....	7	5	
Mystery Street—Eues 136—ASCAP			
7. STRANGER IN PARADISE—T. Bennett.....	8	5	
Why Does It Have to Be Me?—Col 40121—ASCAP			
8. CHANGING PARTNERS—J. Starr.....	15	5	
I'll Always Be in Love With You—Cap 2671—BMI			
9. YOU, YOU, YOU—Ames Brothers.....	29	3	
Once Upon a Time—V 30-532—ASCAP			
10. STRANGER IN PARADISE—Four Aces.....	10	3	
Heart of My Heart—Dee 3977—ASCAP			
11. HEART OF MY HEART—Four Aces.....	11	7	
Stranger in Paradise—Dee 3977—ASCAP			
12. WOMAN—J. Desmond.....	6	3	
By the River Seaside—Coral 61049—BMI			
13. EH CUMPARI—J. La Rosa.....	12	18	
Tell Them All Love Means—Cadenza 1213—ASCAP			
14. I SEE THE MOON—Mariners.....	20	3	
I Just Want You—Col 40041—ASCAP			
15. STRANGER IN PARADISE—T. Martin.....	—	—	
I Love Paris—V 30-553—ASCAP			
16. MANY TIMES—E. Fisher.....	18	16	
Just to Be With You—V 30-545—ASCAP			
17. VAYA CON DIOS—L. Paul-M. Ford.....	17	30	
Johnny—Cap 2486—ASCAP			
18. MARIE—Four Tunes.....	—	—	
I Gambled With Love—Jubilee 518—ASCAP			
19. EBB TIDE—F. Chacksfield.....	14	11	
Whispering Style—London 1758—ASCAP			
20. HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond.....	13	7	
I Think I'll Fall in Love Today—Cap 4076—ASCAP			

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows through the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. OH MY PAPA—E. Fisher.....	2	5	
Unit You Said Goodbye—V 30-552—ASCAP			
2. RAGS TO RICHES—T. Bennett.....	1	17	
Here Comes That Heartache Again—Col 40048—ASCAP			
3. CHANGING PARTNERS—P. Page.....	5	8	
Where Did My Sweetman Go?—Mercury 7030—BMI			
4. THAT'S AMORE—D. Martin.....	8	8	
You're the Right One—Cap 2549—ASCAP			
5. STRANGER IN PARADISE—Four Aces.....	4	8	
Heart of My Heart—Dee 3977—ASCAP			
6. STRANGER IN PARADISE—T. Bennett.....	5	8	
Why Does It Have to Be Me?—Col 40121—ASCAP			
7. RICOCHET—T. Brewer.....	7	18	
Too Young to Tango—Coral 61043—BMI			
8. OH MEIN PAPA—E. Calvert.....	8	8	
Mystery Street—Eues 136—ASCAP			
9. CHANGING PARTNERS—K. Starr.....	18	7	
Once Upon a Time—V 30-532—ASCAP			
10. STRANGER IN PARADISE—T. Martin.....	14	3	
I Love Paris—V 30-553—ASCAP			
11. YOU ALONE—P. Como.....	12	11	
Pa-Pa Mama—V 30-547—ASCAP			
12. MANY TIMES—E. Fisher.....	18	16	
Just to Be With You—V 30-545—ASCAP			
13. WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith.....	—	1	
Cap 2693—BMI			
14. SECRET LOVE—Doris Day.....	18	2	
Deadwood Stage—Col 40108—ASCAP			
15. HEART OF MY HEART—Four Aces.....	—	1	
Stranger in Paradise—Dee 3977—ASCAP			
16. EBB TIDE—F. Chacksfield.....	8	21	
Whispering Style—London 1758—ASCAP			
17. HEART OF MY HEART—A. Dale, J. Desmond.....	—	1	
I Think I'll Fall in Love Today—Cap 4076—ASCAP			
18. YOU, YOU, YOU—Ames Brothers.....	11	29	
Once Upon a Time—V 30-532—ASCAP			
19. CHANGING PARTNERS—D. Shore.....	12	1	
Deak—V 30-551—ASCAP			
20. CEST SI BON—S. Freberg.....	14	9	
Dear Sirs, My Friend Letter—Cap 3977—ASCAP			

VOX JOX

By CHARLOTTE SUMMERS

"Cinderella Boy"

Jerry Marshall, radio's newest "Cinderella Boy," taking over the helm of one of the nation's top syndicated radio shows, WNEW's "Make Believe Ballroom," is probably the last of the top deejays who spins and cues his own records. And he does so with standing, finding that he works best that way. Standing two and a half hours a day for 11 years, Marshall figures that he's spent a total of 218 days on his feet since getting into radio. And in that time he's spun well over 100,000 records both on and off Marshall estimates that he gets almost 150 new record releases a week, all of which he has to listen to in order to be up on the latest in popular music. And to prove further how this business gets into your blood, he has given Mr. Marshall a number of pieces of jewelry with "12-3-51" inscribed on each. That's the WNEW record library file number for "Harry James" "You Made Me Love You."

Padded Cell

Marlin Black, ABC New York deejay who has just been given a custom made studio and record library rented to be the pluckiest in the States, has nothing on Bob Landers. WINZ, Miami, who is designed and built what he calls his "Padded Cell." Landers' radio broadcasting studio is the first to be built in a Miami Beach cocktail lounge and made its debut on January 1 when Landers presented "Melody Ballroom" from the Regency Lounge of the Empress Hotel. With the reputation of an "electronic wizard," Landers designed and built most of the equipment himself. The studio is fully equipped with the latest in playback, recording, tape and disk facilities. Broadcasting nightly, except Sunday, the show features record personalities and guest stars.

Surface Notes

This will wind up the "On" and "San" intrigue—Paul Melanson.

WYAM, Altoona, Pa., would like to "get" something straight in the minds of those who think because some of the deejays are trying to find out about those requests on

See

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for

The Billboard

Jockey Guide

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"Oh" and "San." For my part, he writes, "I enjoyed the two very much and I know a lot of deejays can say the same thing. I wouldn't want anyone to think we are tearing someone's tune apart. I think perhaps a more zealous promotion man or someone who possibly wanted to spread their enthusiasm for the record went slightly overboard. The record is good, and that's the important thing. P.S.: The history of "San" being sent out by Lindsay McPaul, writer or first tune, is a very handy item for programming." . . . Oscar Oldeman, WSYA, Harrisonburg, Va., asks, "What's all the fuss about? Gloria Woods' 'Oh Honey' stuck widely in 'Gin's Music' and pulls plenty of requests. No unfavorable comment yet." Chuck Black, WFRX, West Frankfort, Ill., sends his congrats to Capital Records for minor labels for excellent free service. . . . Sandy Singer, KCRJ, Cedar Rapids, Ia., writes, "I noticed that Mercury scratched off the name of Rita Hayworth as vocal on its sound track. Why call on the name of Rita Hayworth as vocal of the Sadies Thompson song. Why not give credit to Jo Anne Worley and be truthful about the thing? After all she deserves the credit." (Continued on page 42)

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 15, 1944:

1. Paper Doll
 2. My Heart Tell Me
 3. Shoo-Shoo Baby (Andrews)
 4. Shoo-Shoo Baby (Morse)
 5. They're Either Too Young or Too Old
 6. Star Eyes
 7. People Will Say We're in Love
 8. Boogie Woogie
 9. My Ideal
 10. Besame Mucho
- JANUARY 15, 1944:
1. On a Slow Boat to China
 2. A Little Bird Told Me
 3. Buttons and Bows
 4. My Darling, My Darling
 5. Far Away Places
 6. Lavender Blue
 7. You Were Only Foolin'
 8. Untill
 9. Powder Your Face With Sunshine
 10. Cuanto Le Gusta

RCA VICTOR

thanks

the Record Dealers of America
for giving it a landslide victory
in Billboard's Annual Record Dealer Survey

**RCA VICTOR SCORED MORE FIRSTS THAN
ALL OTHER RECORD COMPANIES COMBINED!**

Which single label has been the biggest seller for you so far this year in **POPULAR SINGLES?**

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in **CLASSICAL?**

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in **POPULAR ALBUMS?**

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in **COUNTRY AND WESTERN?**

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in **INTERNATIONAL?**

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in **POPULAR SINGLES?**

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in **CLASSICAL?**

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in **INTERNATIONAL?**

First—RCA VICTOR

Which three record companies give you the **BEST ALL-AROUND SERVICE?**

First—RCA VICTOR

Which three record companies give you the **BEST AND FASTEST DELIVERY SERVICE?**

First—RCA VICTOR

Which three record companies (through their distributors) send you the **MOST HELPFUL SALESMEN?**

First—RCA VICTOR

Which three record companies provide the **BEST MERCHANDISING PROGRAMS TO HELP MOVE STOCK?**

First—RCA VICTOR

Comparatively speaking, which of the three speeds has accounted for **THE GREATEST SALES INCREASE** in your store during the past year?

First—45 RPM

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending January 9

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the first time this week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati...CREEP R. Martierie, Mercury 70281
 Cleveland
 Detroit...STRINGS OF MY HEART Gaylords, Mercury 70258
 Pittsburgh...J. (Fingers) Carr, Capitol 2065
 Denver...J. V. Vale, Columbia 40131
 Pittsburgh...TILL THEN Hilltoppers, Dot 15132
 St. Louis...TIME WILL TELL Hilltoppers, Dot 15127

Territorial Best Sellers

Listed on basis of reports received Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. Regs to Riches T. Bennett, Columbia
2. Oh My Papa E. Fisher, Victor
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. What It Was, Was Football Deacon A. Griffith, Capitol
6. Ricochet T. Brewer, Coral
7. Ebb Tide F. Checkfield, London
8. Stranger in Paradise Four Aces, Decca
9. You Alone P. Como, Victor

Boston

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. D. Martin, Capitol
4. Changing Partners P. Page, Mercury
5. Oh Mein Papa E. Calvert, Essex
6. Regs to Riches T. Bennett, Columbia
7. Stranger in Paradise Four Aces, Decca
8. Robe of Calvary J. Bennett, Columbia
9. You Alone P. Como, Victor

Buffalo

1. Oh My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. You Alone P. Como, Victor
4. Regs to Riches T. Bennett, Columbia

Chicago

1. Oh My Papa E. Fisher, Victor
2. Secret Love Doris Day, Columbia
3. Stranger in Paradise T. Martin, Victor
4. Marie Four Tunes, Jubilee
5. Oh Mein Papa E. Calvert, Essex
6. Regs to Riches T. Bennett, Columbia
7. That's Amore D. Martin, Capitol
8. You Alone P. Como, Victor
9. Womans J. Desmond, Coral

Cincinnati

1. Oh My Papa E. Fisher, Victor
2. Changing Partners P. Page, Mercury
3. Stranger in Paradise Four Aces, Decca
4. Regs to Riches T. Bennett, Columbia
5. That's Amore D. Martin, Capitol
6. Stranger in Paradise T. Bennett, Columbia

Cleveland

1. Ricochet T. Brewer, Coral
2. What It Was, Was Football Deacon A. Griffith, Capitol
3. Heart of My Heart D. Cornall, A. Dale, J. Desmond, Coral
4. Creep R. Martierie, Mercury

Cleveland

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise Four Aces, Decca
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise T. Bennett, Columbia
6. Bimbo J. Reeve, Abbott
7. What It Was, Was Football Deacon A. Griffith, Capitol
8. Ebb Tide F. Checkfield, London
9. Till We Two Are One G. Shaw, Decca
10. Strings of My Heart Gaylords, Mercury

Dallas-Ft. Worth

1. Stranger in Paradise Four Aces, Decca
2. Regs to Riches T. Bennett, Columbia
3. What It Was, Was Football Deacon A. Griffith, Capitol
4. Oh My Papa E. Fisher, Victor
5. Ricochet T. Brewer, Coral
6. Changing Partners P. Page, Mercury

Denver

1. Oh My Papa E. Fisher, Victor
2. Ricochet T. Brewer, Coral
3. That's Amore D. Martin, Capitol
4. Changing Partners P. Page, Mercury
5. Regs to Riches T. Bennett, Columbia
6. Ebb Tide F. Checkfield, London
7. Stranger in Paradise T. Bennett, Columbia
8. Istanbul J. (Fingers) Carr, Capitol

Detroit

1. That's Amore D. Martin, Capitol
2. Stranger in Paradise Four Aces, Decca
3. Oh My Papa E. Fisher, Victor
4. Changing Partners P. Page, Mercury
5. Regs to Riches T. Bennett, Columbia
6. Strings of My Heart Gaylords, Mercury
7. You Alone P. Como, Victor
8. Ricochet T. Brewer, Coral

Kansas City, Mo.

1. Oh My Papa E. Fisher, Victor
2. Regs to Riches T. Bennett, Columbia

3. That's Amore D. Martin, Capitol
4. Ricochet T. Brewer, Coral
5. Stranger in Paradise T. Bennett, Columbia
6. Stranger in Paradise T. Martin, Victor
7. Changing Partners P. Page, Mercury
8. Istanbul Four Aces, Decca
9. Ebb Tide F. Checkfield, London
10. Secret Love Doris Day, Columbia

Los Angeles

1. Oh My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Regs to Riches T. Bennett, Columbia
4. Stranger in Paradise T. Martin, Victor
5. Ricochet T. Brewer, Coral
6. Stranger in Paradise T. Bennett, Columbia
7. Eb Campari J. La Rosa, Cadence
8. Ebb Tide F. Checkfield, London
9. Changing Partners K. Starr, Capitol
10. Heart of My Heart Four Aces, Decca

Milwaukee

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. Till We Two Are One G. Shaw, Decca
4. Changing Partners P. Page, Mercury
5. Secret Love Doris Day, Columbia
6. Stranger in Paradise Four Aces, Decca
7. That's Amore D. Martin, Capitol
8. Heart of My Heart Four Aces, Decca
9. Stranger in Paradise T. Martin, Victor
10. Womans J. Desmond, Coral

New Orleans

1. Oh My Papa E. Fisher, Victor
2. Changing Partners P. Page, Mercury
3. Regs to Riches T. Bennett, Columbia
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise Four Aces, Decca
6. What It Was, Was Football Deacon A. Griffith, Capitol
7. Heart of My Heart Four Aces, Decca
8. Ebb Tide F. Checkfield, London
9. Ebb Tide F. Checkfield, London
10. L. Paul-M. Ford, Capitol
11. Eb Campari J. La Rosa, Cadence

New York

1. Stranger in Paradise T. Bennett, Columbia
2. Oh My Papa E. Fisher, Victor
3. That's Amore D. Martin, Capitol
4. Ricochet T. Brewer, Coral
5. Regs to Riches T. Bennett, Columbia
6. Ebb Tide F. Checkfield, London
7. Changing Partners P. Page, Mercury
8. Jones Boy Mills Brothers, Decca
9. Yaya Can Dine L. Paul-M. Ford, Capitol
10. Under Paris Skies Three Lads, Victor

Philadelphia

1. Oh Mein Papa E. Calvert, Essex
2. That's Amore D. Martin, Capitol
3. Oh My Papa E. Fisher, Victor
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise Four Aces, Decca
6. Ebb Tide F. Checkfield, London
7. Stranger in Paradise Four Aces, Decca
8. Istanbul Four Lads, Columbia

6. Heart of My Heart Four Aces, Decca
7. Stranger in Paradise T. Bennett, Columbia
8. Ebb Tide F. Checkfield, London
9. Ricochet T. Brewer, Coral
10. Yaya Can Dine L. Paul-M. Ford, Capitol

Pittsburgh

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise Four Aces, Decca
3. Strings of My Heart Gaylords, Mercury
4. Stranger in Paradise T. Bennett, Columbia
5. Two Purple Shadows J. Vale, Columbia
6. Till We Two Are One G. Shaw, Decca
7. Till Then Hilltoppers, Dot
8. Ricochet T. Brewer, Coral
9. Ebb Tide F. Checkfield, London
10. Changing Partners P. Page, Mercury

St. Louis

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Martin, Victor
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise T. Bennett, Columbia
6. Secret Love Doris Day, Columbia
7. Time Will Tell Hilltoppers, Dot
8. Oh Mein Papa E. Calvert, Essex

San Francisco

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. That's Amore D. Martin, Capitol
4. Regs to Riches T. Bennett, Columbia
5. Ricochet T. Brewer, Coral
6. Ebb Tide F. Checkfield, London
7. Yaya Can Dine L. Paul-M. Ford, Capitol
8. Eb Campari J. La Rosa, Cadence

Seattle

1. Oh My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Changing Partners P. Page, Mercury
4. Ricochet T. Brewer, Coral
5. Regs to Riches T. Bennett, Columbia
6. Stranger in Paradise Four Aces, Decca
7. Heart of My Heart Four Aces, Decca
8. Changing Partners K. Starr, Capitol

Washington - Baltimore

1. Oh My Papa E. Fisher, Victor
2. Changing Partners P. Page, Mercury
3. Ricochet T. Brewer, Coral
4. Stranger in Paradise T. Bennett, Columbia
5. Regs to Riches T. Bennett, Columbia
6. That's Amore D. Martin, Capitol
7. Heart of My Heart Four Aces, Decca
8. Ebb Tide F. Checkfield, London
9. Stranger in Paradise Four Aces, Decca
10. Istanbul Four Lads, Columbia

"THIS GUY CAN SELL A TUNE!" BILLBOARD

CLARK DENNIS

"YOU AND YOUR SMILE"

b/w

"MY BUDDY"

TIFFANY

RECORDING COMPANY

312 E. Madison Ave., Chicago

4 SPEED

Cash-in on the new 100% rpm Audio Discs with World's ONLY 4-SPEED portable phonos!

V-M

MODEL 121

V-M Corporation
DETROIT MICHIGAN

Cal Calla 1954's Singing Sensation

"IF THERE'S SOMETHING WRONG"

b/w

"Love Won't Make a Fool of You"

VINYL 55-34

"I FIND THEM ALL IN YOU"

b/w

"You Ain't Nothin' But a Good Woman"

VINYL 55-35

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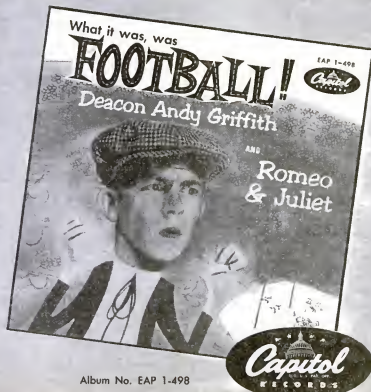
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PACKAGED RECORD BUYING GUIDE

ings entitled "Designed for Dancing." The sets cover current popular standards, polkas and rumbas and the market for the *Topps* in *Popcorn* releases contains eight new titles, including "Rags to Riches." "Many Times," "Changing Partners" and "Ebb Tide," played in the latest dance tempo by the *Jerry Wald* Orchestra. The *All Time Favorites* series includes "Luskat Ramblin' Song," "Swing House Serenade" and "Singing in the Rain" medley. These are performed in businessman's bounce tempo by Eddia Ashman and his Grossinger orchestra. For polka fans the *Ted Tully* group gives out with some peppery ditties and the *Rosebud* band turns in some fine work with a group of mambo and rumbas on the Latin-styled

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Record No. 2699

The Billboard's Music Popularity Charts

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical stations throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

BEEHOVEN: SYMPHONIES NOS. 3 AND 4 (NBC Symphony-Toscanini)	RCA Victor LM 1233
BRAHMS: SYMPHONIES NOS. 3 AND 4 (NBC Symphony-Toscanini)	RCA Victor LM 1237
BEEHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini)	RCA Victor LM 1235
BEEHOVEN: SYMPHONY NO. 7 (Detroit Symphony-Paray)	Mercury MG 50022
BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch)	RCA Victor LM 50011
COPLAND: SYMPHONY NO. 3 (Manhattan Symphony-Daniel	Mercury MG 50018
FRANCK: SYMPHONY IN D (Detroit Symphony-Paray)	Mercury MG 50023
MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philharmonic-Walter)	Columbia ML 4693

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

AMERICAN CONCERT BAND MASTERPIECES (Eastman Symphony Band Ensemble-Fennell)	Mercury MG 40006
BRAHMS: HUNGARIAN DANCES 2 AND 3 (NBC Sympho-	RCA Victor LM 1233
IAN RHAPSODIES 1 AND 2 (Boston Pop-Fiedler)	Mercury MG 50022
CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra)	Columbia ML 4692
CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pop-Fiedler)	RCA Victor LM 1235
HUMPHRIES: HART AND GRETTIE (Prelude) HEROLD: ZAMPA (Prelude) LIAIDOFF: KIEV (Prelude) (NBC Symphony-Toscanini)	RCA Victor LM 7014
ROSSINI: WILLIAMS: SHORT ORCHESTRAL WORKS (NBC Symphony-Toscanini)	RCA Victor LM 7005
STRAUSS: J. OVERTURES, MARCHES AND POLKAS (Philadelphia Pop-Ormandy)	Columbia ML 4693
WAGNER: LOHENGRIN: PRELUDES ACTS I AND II (NBC Symphony-Toscanini)	RCA Victor LM 7014
SINGER PRELUDE: TANNHAUSER OVERTURE: RIDE OF THE WALKYRIES (Detroit Symphony-Paray)	Mercury MG 50021
WAGNER: TOSCANINI CONDUCTS WAGNER (NBC Symphony)	RCA Victor LM 7029

Phono Disk Tie-In, Credit Plan

Continued from page 13

quality of performance and design. Included in the variety of lines are Magnavox, Decca, RCA Victor, Traveler and Columbia phonograph records. The company has adopted a policy of non-competitive merchandise. Wallichs does not carry the full range of models available in every line. Only exception here is in the case of Magnavox, in whose dealership Music City rates as the largest outlet west of Chicago.

Price-wise, Music City carries seven models in the RCA Victor line, ranging from \$17.95 to \$149.95, as opposed to the Magnavox line with 12 models available from \$9.50 to \$49.50. Firm features a Traveler phono set at \$22.95 as its traffic leader, with special display attention focused on the phono in both Music City's window and floor space. In addition, the Web-Cor line with seven models featured, ranging from \$12.95 to \$152.95, and the Columbia phono, with four models available, run from \$14.95 to \$149.95.

Carrying an inventory of approximately \$50,000 in phono equipment at all times, Music City has found the tie-in between players and records to be a profitable one.

Wallichs continually stresses the sale of three-speed phonos in the over-all merchandise program. Since the firm's record department contributes a volume of approximately \$750,000 annually, the integration of phono sets and disks was a natural one. Accordingly, Music City depends to a great extent on the record business. As is the case with many of the nation's better retail outlets, Music City has an extensive time payment program. Having a convenient credit plan available to assure instrument sales offers the firm many advantages, most important of which is the prompt payment of the player and immediate release of the capital invested in a given piece of equipment. Of equal importance, too, is the ease of credit buying makes for satisfied, repeat customers.

Credit Buys Volume

With a majority of the nation's consumers making their purchases of heavy goods on time, the

establishment of credit purchasing is a necessity in the operation of a business of this type. By and large, Music City's credit terms range from 30 to 60 to two years, depending upon the date of purchase involved.

One of the firm's top phone lines, as part of the closely knit phono-disk operation, Music City has a total of 21 air conditioned record listening booths, eight of which are equipped for LP playback, and 13 which play both 45 and 78 r.p.m. records. Customers are permitted to browse thru the huge record stock, and are then admitted to a record booth by one of 10 clerks. Booths are kept clean and free of dust, and are equipped with the best of the latest equipment to insure damage and impairment to both records and the booth at a minimum.

The tremendous stockpile of disks is displayed in more than 44 upright seven-foot record racks and brown boxes, with specific emphasis placed upon customer selectivity. Disks are divided into popular, classical, and children's, classic, jazz, rhythm and blues, and standards, and are alphabetized by artist, and by title, a breakdown of speeds is also given. The system of display allows the customer a maximum amount of time-saving in making his purchases. Dave Lavinger, manager of the record department, estimates that approximately 15,000 records are on display. Lavinger maintains complete inventory control of the mammoth stock, with an inventory of approximately \$50,000 on hand.

Best selling months in both the phono and disk departments are the Christmas season, during which the firm's volume almost doubles. Second best sales period of the year is August, when the firm's volume is inflated with new merchandise coming on the market. The need for adequate promotion and advertising is emphasized in the annual budget of \$75,000, most of which is spent in radio and television. The firm's advertising budget of the expenditure, with block

CHART COMMENTS

SYMPHONY

Of great interest to the dealer is this week's recent release chart is the fine showing turned in by Mercury. Of the top eight listed here, three are on Mercury Olympian label. These are Dvorak No. 3, and Copland's No. 3, and Dvorak No. 5 continues its regular appearance on the catalog. The other places on these two charts are cornered by consistent RCA Victor and Columbia discs.

SHORT SYMPHONIC

These results again point up what every survey thus far in the record field has shown—that the best-sellers are consistently best-sellers. This spells stock stability for dealer and takes guesswork out of promotion and selling. The pattern week after week has been for the best of the new records to show up on the recent release chart as faster they pass the six month mark in the field and are surveyed as catalog items. This is a continuing strong enough in sales to warrant earlier catalog positions. In other instances, the older recording carries on as the definitive commercial recording. But in either case the repertoire remains virtually unchanged in selling importance.

NEXT WEEK

* EXTENDED ORCHESTRAL

* COMPLETE OPERA

Fox Music House of Charleston, S. C., has suggested that disks that appear on a chart for the first time be indicated in some way. There are other sources where inventory checking would be simpler. The suggestion is that the word "NEW" be placed in the words about the help that the older records record can be providing in buying and inventory checking are greatly appreciated.

programming in addition to the heavy spot campaign a pre-dawn radio program, and a disc jockey show. Firm is now in its fifth year of sponsorship of the Ira Cook show via KMDZ, and also sponsors a six-hour across-the-board airer from its store window, with deejay Alex Cooper. In addition, special jingles featuring top disk stars such as Rosemary Clooney, Jo Stafford, Margaret Whiting and Neil (King) Miller and also the Walt Disney series, in addition to equipment, are being used in the case of the introduction of the new Magnavox high fidelity line.

Heavy attention is also directed toward the specific sales campaign in the store's window display area. Current promotions for Capital Records' "Can Can," RCA Victor's "Glen Miller" and also the Walt Disney series, in addition to equipment, are being used in the case of the introduction of the new Magnavox high fidelity line.

The existence of the faith the firm has in the future growth of the music business, Music City has also the Walt Disney series, in addition to equipment, are being used in the case of the introduction of the new Magnavox high fidelity line.

CORRECTION ON CAPITAL PRICE

HOLLYWOOD, Jan. 9.—Price shown for Capitol Records' specialized high-fidelity line, the "Dinked" series, in issue of The Billboard, January 9, was in error. The correct price of the series, a 10-inch LP, is \$4.94, tax inclusive.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered to be the catalog average. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

BEEHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini)	RCA Victor LM 6009
BEEHOVEN: SYMPHONY NO. 3 (NBC Symphony-Toscanini)	RCA Victor LM 1042
BERLIOZ: HAROLD IN ITALY (Pristine)	Columbia ML 4542
BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini)	RCA Victor LM 1702
DVORAK: SYMPHONY NO. 5 (Stokowski and Orchestra)	RCA Victor LM 1013
DVORAK: SYMPHONY NO. 5 (Chicago Symphony-Kubelik)	Mercury MG 50002
DVORAK: SYMPHONY NO. 5 (Columbia Symphony-Spann)	Columbia ML 4541
TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy)	Columbia ML 4544

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

BRAHMS: HUNGARIAN DANCES; STRAUSS, J. WALTZES (Pittsburgh Symphony-Reiner)	Columbia ML 4116
DUKAKIS: THE SOCRATES PRELUDE; THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini)	RCA Victor LM 1118
LISZT: HUNGARIAN RHAPSODY NO. 2; OTFENBACH: ORPHEUS IN THE UNDERWORLD OVERTURE (Columbia Symphony-Toscanini)	Columbia ML 4544
PUCCHINI: LA BOHEME ORCHESTRAL SELECTIONS (Kostelanetz Orchestra)	Columbia ML 4695
SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy)	Columbia ML 4541
STRAUSS: ON WITH AVENUE AND OTHER MUSIC (NBC Symphony-Toscanini)	RCA Victor LM 1728
TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Symphony-Toscanini)	RCA Victor LM 1734
VAUGHAN WILLIAMS: FANTASIA ON A THEME BY TALLIS; TANTALUS; THE ELFIN; ELFIN; SEVEN; THE ELFIN (Columbia Symphony-Collins)	London LL 583

Revolution in Manufacturing

Continued from page 12

molding does not mean lower record prices tomorrow or the next day, but a few years from now. The major reason for this is that take place due to injection molding are lower material costs, lower labor costs, and lower production rates. Lower material costs are possible because injection molding records are made out of styrene, a plastic that has a lower cost than vinyl. (S.G. of styrene is 1.05; S.G. of vinyl is 1.3).

Due to the lower S.G. of styrene, it is possible to make more records from a pound of styrene than a pound of vinyl. This is not true at this moment in the case of the small 45 r.p.m. disc, but in the case of vinyl, it can be pressed much thinner than styrene. Thus, the material cost of an injection of a compression of 45 is about equal.

However, on the injection molding process, there is a great saving due to the large size of the platter. Some manufacturers claim to save as much as 50 percent more LP's per pound of styrene than vinyl. Styrene compound costs a little more per pound than vinyl compound, but the saving in the material cost of an injection of a compression of 45 is about equal. The machines are automatic, and it takes only one man to handle the material. The material is Columbia plant in Bridgeport for the injection molding of 45's.

At the Columbia plant most of the 45's are stamped out of the LP's are turned out by injection. The machines are completely automatic, and once the machine is set correctly for the disks, they do not need to be changed except in the case of a mechanical difficulty.

Styrene material is fed from the hopper of the machine into a die which is heated. The material is in pellet form, and as it is heated, it achieves a molasses-like state. The material is advanced thru the heating chamber into the die, where it is heated. It rolls down as incline and is ejected from the die.

Labels are then affixed to the record by the heat seal method. It is a "dinked" label, the larger center hole is cut out, and the record is put in a sleeve and boxed for shipping. Columbia has been able to get a volume production of 45's and M&W. machines for both 45's and

LP's. On 45's the production rate is better than two per hour per machine on a two-cavity model. On LP's the production rate is about 50'90" on 45's per hour shift per machine. On 10-inch LP's it is 90 per hour, and on 12-inch LP's the average rate is 70 per hour. (On the 10-inch cavity machines the rate is 60 per hour; on the double cavity, 80 per hour. These figures are higher than those of comparable compression molding machines.)

Theoretical capacity of the injection molding machine is 300 per hour for 45's and 100 per hour on LP's. Theoretical figures are rarely obtainable, but Columbia expects to get its production rate much nearer to capacity by the end of 1954.

There are other very important savings in the injection molding process, in addition to lower material and manpower costs and higher production. One is the saving on metal parts or stampers. In injection molding, since it does not take the same beating that compression molding stampers do, the injection stamper can be used for up to 12,000 on LP's. A compression stamper is only good for 300 to 500.

Another saving in injection is that when records are returned, all of the 45's and 10-inch LP's labels can be melted off the disks. The labels have to be cut out and used as a filler. Another saving is that the labels have to be cut out and used as a filler. Another saving is that the labels have to be cut out and used as a filler.

When injection molding machines are used, the records are made in one and four at the Terre Haute plant. Most of them are for 45's. The firm has 18 more on order, most of which are for LP's. After they get up its injection LP's.

ASCAP SALUTES "SHOW-BIZ"

It is with understandable pride that we salute Abel Green and Joe Laurie for the inspiration provided by their masterful history; RCA-VICTOR, for its creative imagination in compiling the new song-album, "SHOW-BIZ"; Steve Carlin, for the excellence of his production; George Jessel, for his knowing and witty commentary; . . . and we point with pride to our own ASCAP members whose inspirational all-time hit songs are the very heart and soul of "SHOW-BIZ"—the Story of the past 50 years as told in songs that have echoed and re-echoed through five decades in the hearths and hearts of America.

We salute them for all of this but most of all because these songs were selected on their merit—without any solicitation on the part of ASCAP. We bow to the judgment of those responsible for the all-around artistry of this exciting musical cavalcade, "SHOW-BIZ," and its 100% ASCAP repertoire of song.



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b/w

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and

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Record Reviews

Continued from page 26

Julie's Jump... 72
In a how to La Rosa, the Brier ark takes off on a lively instrumental. For the most part it's under control but it has some wild moments. (RCA, ASCAP)

TED HEATH ORK
Label of Blood... 74
LONDON 1700—The "Good" classic in a pleasing new version by the English band. The melody is set in a key shift that makes the material entirely more danceable than typical pop versions.

Seven Eleven... 71
Some engaging material, developed in intricate riff on piano, alto and trombone—then whipped up to a frenzy by the group for a strong finish.

WOODY HERMAN ORK
Muskrat... 73
MARK 1000—The big herd beat with overtones of an Indian war dance should intrigue the Herman ork fans, but this is not meant for the dancers. A striking instrumental. (Foster, ASCAP)

Love's a Dog... 75
Jockers should go for this vocal item with the ultra-smart lyric. Herman handles the words in his usual fine style for this kind of material. (Maer, ASCAP)

GIRLIE MACKENZIE
Le Grind... 73
CAPITOL 2695—Girlye Mackenzie shows that she can sell a French lyric in this folksy effort, which sounds a lot like "Folly Wolly Doodie" with French words. Dora Carasau's backing is spry. (Genshore Music, ASCAP)

A Letter and a Blue... 72
Pleasant wimper item in sung with love by the shrill new pretty backing. (Meridian Music, ASCAP)

TOMMY EDWARDS
Wall of Ice... 73
COLUMBIA 1168—Lyric is suitable to character and something of a switch for a pop tune. Tommy Edwards does a nice vocal job with it, bring plenty of heart to the reading.

There Was a Time... 71
Slow, rock ballad, gets a tasteful reading by vocalists Tommy Edwards. (Lark, ASCAP)

STANLEY BLACK ORK
Signal Number... 72
LONDON 1799—This highly seasoned material takes its name apparently from the Morse-code like statement of the melody as it comes. A cute gimmick and a cute side.

Little Lady... 78
A seductive samba. Both melody and rhythm are simple and direct in their appeal. Charming dance material.

BETTY MADRIGAN
Call Me Darling... 71
MGM 11679—This tender ballad of Continental origin gets a sincere reading by the smooth Betty Madrigan.

My Heart Is Dancing With You... 69
After Madrigan does another passionate reading here. Joe Lipman's ork is very schmaltzy with its strains.

ROCCO GRECO
Whispering... 70
MERCURY 7028—A very persuasive reading of the oldie by Greco with the ork contributing a tasteful assist. (MNR, ASCAP)

You're Lining in the Past... 69
Singer turns in a very persuasive reading backed with vibrato on this dirge. (De, M. Morris, ASCAP)

SHIRLEY HARMER
If You Love Me... 70
MGM 11667—Emotion-packed vocal interpretation is given this song by Shirley Harmer. Lush strings and the lyric make up a pretentious, yet effective side.

Wanted! Love Me... 68
Delicate melody line is captured by this cutting. Miss Harmer's pleasant vocal is backed by sophisticated instrumentation on the part of Leroy Holmes.

OSCAR PETERSON TRIO
Autumn in New York... 78
CLEF 8009—Peterson, a great jazz pianist, covers this with an equally effective vocal on one of his infrequent attempts to break into the pop market. The guy has a wonderful sound and style. Check the first line of this hit; this is still for the connoisseur. (Hanna, ASCAP)

I Hear Music... 68
Material here is not as commercial as top side, the Peterson can make a wonderful job on the lyric. (Famous, ASCAP)

ROGER KING MOZIAN ORK
Templeton... 68
CLIP 8101—The song is dated and fronted by trumpet player Mozier gets off a real instrumental reading in modern jazz style. Jocks should like this. (Robbins, ASCAP)

Parade... 66
The original instrumental is both listenable and danceable. (Jany)

MARTHA RAYE
Bless in the Night... 68
MERCURY 7028—The connoisseur has re-established her great reputation and large audience via TV. This disk won't be able to take full advantage of that situation. It's a good reading of the fine standard, but not in any way standout stuff. (Meridian, ASCAP)

Wolf Boy... 61
Complicated bark of material sounds much too special for the pop disk market. (RNG)

(Continued on page 41)

**Memo: To Program
Directors and Operators—**
*We recommend the following
for your listeners in the
Pop-C&W and R&B fields*

POP-C&W-R&B

"WRITE AND TELL ME WHY"
THE ORIOLES, JUBILEE 5127, D. GLENN V-107

C&W

"Darlin' Am I the One?"
CARL SMITH, COLUMBIA 21129

POP-R&B

"WHO SAID I SAID THAT"
"I GOT 9 LITTLE KISSES"

SHORTY LONG, V-108

POP-C&W-R&B

"CRYING IN THE CHAPEL"
D. GLENN, V-105 • THE ORIOLES, JUBILEE

C&W

"I've Got a Better Place to Go"
MARTHA CARSON, CAPITOL 2634

POP-C&W

"I THINK I'M FALLING IN LOVE WITH YOU"
"ONLY A PASTIME"

DARRELL GLENN, V-109

C&W

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(Who's Got De Ding Dong)



MERCURY 70298 • 70298X45

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending January 9

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart
1. THERE STANDS THE GLASS—W. Pierce.....	1	13
I'm Walking the Dog—Dec 28/54—BMI		
2. LET ME BE THE ONE—H. Locklin.....	3	17
I'm Tired of Bumping Around—Four Star 1641—BMI		
3. BIMBO—J. Reeves.....	4	5
Gypsy Heart—Abbott 148—BMI		
4. I FORGOT MORE THAN YOU'LL EVER KNOW—	2	23
Davis Sisters.....		
Rock-A-Bye Boogie—V 20-5345—BMI		
4. WAKE UP, IRENE—H. Thompson.....	6	8
Go Cry Your Heart Out—Cap 2629—BMI		
6. I REALLY DON'T WANT TO KNOW—E. Arnold.....	7	2
I'll Never Get Over You—V 20-5325—BMI		
7. YOU ALL COME—A. Duff.....	8	4
Four Ole Teachers—Savory 168—BMI		
8. RELEASE ME—J. Heup.....	5	2
Just to Be With You—Cap 2518—BMI		
9. CARIBBEAN—M. Torok.....	—	20
Weep Away—Abbott 148—BMI		
10. HEY JOE—Carl Smith.....	8	28
Dustin Am 1 the One?—Col 2159—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart
1. THERE STANDS THE GLASS—W. Pierce.....	3	13
Dec 28/54—BMI		
2. LET ME BE THE ONE—H. Locklin.....	1	20
Four Star 1641—BMI		
3. BIMBO—J. Reeves.....	1	7
Abbott 148—BMI		
4. I FORGOT MORE THAN YOU'LL EVER KNOW—	4	21
Davis Sisters.....		
V 20-5325—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold.....	—	1
V 20-5325—BMI		
6. WAKE UP, IRENE—H. Thompson.....	—	3
Cap 2646—BMI		
7. CHANGING PARTNERS—P. W. King.....	8	3
V 20-5337—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	7	11
Dec 28/54—BMI		
9. I LOVE YOU—G. Wright-J. Reeves.....	5	2
Fibber 181—BMI		
10. CARIBBEAN—M. Torok.....	5	20
Abbott 148—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Chart
1. THERE STANDS THE GLASS—W. Pierce.....	3	13
Dec 28/54—BMI		
2. BIMBO—J. Reeves.....	5	5
Abbott 148—BMI		
3. I'M WALKING THE DOG—W. Pierce.....	7	12
Dec 28/54—BMI		
4. LET ME BE THE ONE—H. Locklin.....	2	12
Four Star 1641—BMI		
5. CARIBBEAN—M. Torok.....	3	17
Abbott 148—BMI		
6. I FORGOT MORE THAN YOU'LL EVER KNOW—	4	19
Davis Sisters.....		
V 20-5345—BMI		
6. TAINT NICE—Carlisle.....	7	2
Mercury 70232—BMI		
8. HEY JOE—K. Wells.....	—	24
Dec 28/54—BMI		
9. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	5	22
Cap 2502—BMI		
8. WAKE UP, IRENE—H. Thompson.....	—	1
Cap 2629—BMI		

3 FOR THE MONEY!

①



Betty Amos

HELLO TO THE BLUES
b/w
WHAT WOULD IT TAKE
Mercury 70280

②



Jimmie Fletcher's

WHAT WOULD
YOUR MOTHER SAY
b/w
I'm Changin' Business (All Around)
Mercury 70279

③



Joan Hager & Lloyd Ellis

THE LOVE I HOLD
SO DEAR
b/w

The Steel Guitar Rag
Mercury 70273



The Billboard's Music Popularity Charts

... for Week Ending January 9

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Los Angeles...**I**
New York...**GOLDEN TEARDROPS**
Philadelphia...**EBB TUNE**
Washington, D. C.-Baltimore, Md....**INK SPOTS, KING 1297**
St. Louis...**CALL BEFORE YOU GET HOME**
Memphis...**Slim, United 166**

Territorial Best Sellers

Listings are based on the sales reports reported via Western Union membership service from top rhythm and blues dealers and independent operators in the markets listed.

Atlanta

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'll Be True F. Adams, Herald
4. I Had a Notion J. Morris, Herald
5. You're So Fine Little Walter, Checker
6. Shake a Hand F. Adams, Herald
7. Drunk J. Higgins, Specialty
8. Mad Love M. Waters, Chess
9. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
10. I Want to Thank You Five Royales, Apollo

Charlotte

1. Money Honey C. McPhatter, Atlantic
2. I'll Be True F. Adams, Herald
3. Honey Hush J. Turner, Atlantic
4. Rags to Riches Dominoes, King
5. Something's Wrong Fats Domino, Imperial
6. You're So Fine Little Walter, Checker
7. B. Johnson, Mercury
8. The Feeling Is So Good Clavers, Atlantic
9. Maria J. Morris, Herald
10. Four Tunes, Jubilee

PROVEN \$\$\$!
THE THINGS THAT I USED TO DO
GUITAR SOLO
#4822 #4823-45
Specialty
8508 Sunset Blvd. Hollywood 46, Cal.

"LITTLE DADDY"
b/w
"Love Is a Crazy Thing"
by BIG BERTHA
SAVOY RECORD CO., INC.
58 Market St., Newark, N.J.
A Sure Fire Hit
THE SPIDERS
"I DIDN'T WANT TO DO IT"
b/w
"YOU'RE THE ONE"
Imperial #5265
Imperial Records
6415 Hollywood Blvd.
Hollywood 28, Calif.

Chicago

1. Marie Four Tunes, Jubilee
2. Money Honey C. McPhatter, Atlantic
3. Honey Hush J. Turner, Atlantic
4. Rags to Riches Dominoes, King
5. I'll Be True F. Adams, Herald
6. I'm Just Your Fool B. Johnson, Mercury
7. You're So Fine Little Walter, Checker
8. TV in the Living Room D. Washington, Mercury
9. Shake a Hand F. Adams, Herald
10. Get It Royals, Federal

Cincinnati

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'll Be True F. Adams, Herald
4. Shake a Hand F. Adams, Herald
5. Drunk J. Higgins, Specialty
6. Ain't It a Shame L. Price, Specialty
7. Maria Four Tunes, Jubilee
8. The Feeling Is So Good Clavers, Atlantic
9. I Had a Notion J. Morris, Herald
10. Get It Royals, Federal

11. Please Hurry Home B. E. King, RPM

Detroit

1. You're So Fine Little Walter, Checker
2. Money Honey C. McPhatter, Atlantic
3. Honey Hush J. Turner, Atlantic
4. Rags to Riches Dominoes, King
5. Ain't It a Shame L. Price, Specialty
6. I'll Be True F. Adams, Herald
7. I Had a Notion J. Morris, Herald
8. Things I Used to Do G. Slim, Specialty
9. I Had a Notion J. Morris, Herald
10. Five Forty Special J. Weaver, DeLuxe

1954'S FIRST SLEEPER HIT!
"LAST CALL FOR WHISKY"
Checker Cash Cash
Vocal by HAROLD YOUNG
Atlantic 1014
Atlantic RECORDING CO.
NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES
Atlantic Records
DANA RECORDS
100 North Ave. New Rochelle, N.Y.

Los Angeles

1. Honey Hush J. Turner, Atlantic
2. Things I Used to Do G. Slim, Specialty
3. Money Honey C. McPhatter, Atlantic
4. Velvets, Robin 122 Velvets, Robin 122
5. Velvets, Robin 122 Velvets, Robin 122
6. Little Walter, Checker
7. Marie Four Tunes, Jubilee
8. I Had a Notion J. Morris, Herald
9. Something's Wrong Fats Domino, Imperial
10. Please Don't Leave Me Fats Domino, Imperial
11. You're Still My Baby C. Willis, Okeh

New Orleans

1. You're So Fine Little Walter, Checker
2. Things I Used to Do G. Slim, Specialty
3. Dark Muddy Bottom Mervin Dee, Specialty
4. Mad Love M. Waters, Chess
5. I Had a Notion J. Morris, Herald
6. Shake a Hand F. Adams, Herald
7. Blue With a Feeling Little Walter, Checker
8. Take Me Back L. Hayes, Hollywood
9. Something's Wrong Fats Domino, Imperial
10. I Wish It I Could Ruth Brown, Atlantic

New York

1. Money Honey C. McPhatter, Atlantic
2. Marie Four Tunes, Jubilee
3. I'll Be True F. Adams, Herald
4. Things I Used to Do G. Slim, Specialty
5. Something's Wrong Fats Domino, Imperial
6. Sunday Kind of Love Harp Tunes, Bruce
7. I Had a Notion J. Morris, Herald
8. Golden Teardrops Fairgrounds, Chance
9. Shake a Hand F. Adams, Herald
10. Baby Doll Marvin & Johnny, Specialty

Philadelphia

1. I'm Just Your Fool B. Johnson, Mercury
2. I'll Be True F. Adams, Herald
3. Rags to Riches Dominoes, King
4. Money Honey C. McPhatter, Atlantic
5. I'll Be True F. Adams, Herald
6. Fat Daddy D. Washington, Mercury
7. Marie Four Tunes, Jubilee
8. Sunday Kind of Love Harp Tunes, Bruce
9. Memento E. Bostic, King
10. Baby Doll Marvin & Johnny, Specialty

St. Louis

1. Money Honey C. McPhatter, Atlantic
2. Honey Hush J. Turner, Atlantic
3. I'm Just Your Fool B. Johnson, Mercury
4. You're So Fine Little Walter, Checker
5. I Had a Notion J. Morris, Herald
6. Shake a Hand F. Adams, Herald
7. Call Before You Get Home Memphis Slim, United
8. Rags to Riches Dominoes, King
9. Saving My Love for You J. Ace, Duke
10. I'll Be True F. Adams, Herald

Washington - Baltimore

1. I'll Be True F. Adams, Herald

2. Honey Hush J. Turner, Atlantic
3. Money Honey C. McPhatter, Atlantic
4. Rags to Riches Dominoes, King
5. Ebb Tide Ink Spots, King
6. Please Don't Leave Me Fats Domino, Imperial
7. Good Good Whiskey A. Milburn, Aladdin
8. Take Me Back L. Hayes, Hollywood
9. My Girl Awaits Me Castles, Grand
10. These Foolish Things Dominoes, Federal

Other Records Released This Week

Popular

By Mack — David Carroll (Finch) Fame Records 76252
Mad Love Is Yours—Don Miller (Why and What for?) Decca 161
Play Party David Carroll (by Mack) Mercury 76252
Why and What for?—Don Miller (Everybody and What Is Yours?) Decca 161

Children's

Playful and Sweet Little Easter Tune (Part 1 & 2)—The Story Princess Cadance 1610

Country & Western

1. Love You 48 Four Angels—Bill Mack (That's How I Feel) Imperial 8225
That's How I Feel—Bill Mack (I Love You All Over Again) Imperial 8225

RHYTHM AND BLUES NOTES

Continued from page 42

Harris to a long-term contract. Williams was formerly with Specialty Records and in 1951 won the Pittsburgh Courier's contest for best male vocalist of the year.

Savoy Records has signed a flock of new talent, including the Banks Brothers, a spiritual group; Napoleon, a blues singer; Eddie Bealeman, a blues singer; and a new group, the Four Harps. Freddie Mandelsohn is the new leader of the Savoy.

Rhythm and Blues Tattler

Little Walter's latest Checker release, "You're So Fine," predicted to be a number one hit, is already showing up big on the best seller charts in Atlanta, Chicago, Detroit, Los Angeles, New Orleans and St. Louis. Back side, "Light's Out" is coming to big, too. Howling Wolf's CHES 1557 hit, "I Love My Baby," backed with "All Night Long," is turning into a big juke box hit.

Larry Liggett's CHES 1558 "Parade March" and "The Flip" are getting top juke spots and juke box plays. Watch for this to go far and high.

UNITED Records Tab Smith, with his first vocal rendition on "Strangers," United 171, and his tenor sax instrumental on the back side with "Jump Time," is going up fast. T. J. Fowler, STATES 112, with "The Queen," a fine instrumental with a terrific beat, promises to make the juke boxes really jump. Also on the charts is "Nah's the Matter Now," with vocals by Frank Taylor, this two-sided hit is headed for a top spot.

On United 1146, Memphis Slim's latest release, "Call Before You Get Home" and "This Is My Lucky Day," are being played up for top spots in some territories. Keep your eyes on this one.

CHANGE 1148 with Larry Bell on "I Had a Dream" and "One Get Me Working," two real country blues tunes, is going to be a big one. DeLuxe is moving the same strong, The Fairgrounds, on CHANGE 1145, have hit hard on the East coast with "Golden Teardrops," showing real good in New York, Philadelphia, Baltimore and Chicago. It's moving fast from retailing shelves.

Bobby Mitchell on Imperial 5250, "You're My Lucky Man," is really striking hard in the Middle West, with Chicago leading the parade. A smash hit.

Dealers everywhere are now stocking these "quakers." Call your distributor today. (A-13)

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— New Release —
CHOCOLATE SUNDAE
b/w Greasy Feet
"Kid King's Combo"
Excell 2025
I'M YOUR COUNTRY MAN
b/w Wasted Time
"Shy Guy Douglars"
Excell 2024
LONG AS JESUS LIVES
b/w Joy in Beulah Land
"Swanee Quinter"
Nashboro 541
JESUS BROUGHT ME OVER
b/w Jesus Paid It All
"The Waldo Singers"
Excell 2021
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For immediate shipment write—wire—call 42-2215

STEVENS JOINS CRISTIANI; DAVENPORT MAY BE NEXT

Big Bob Books Bailey-Cristiani;
Ben Awaits Possible 2d Combine

MACON, Ga., Jan. 9.—Lucio Cristianí has teamed up with Big Bob (Bonham) Stevens and they will operate the Bailey Bros. & Cristianí Circus as a combination unit, playing buildings, grandstands or ball parks.

In a separate set-up that is still developing, B. C. Davenport has flown back from Venezuela and is in Macon conferring with

Cristianí about what may be a second show.

If Cristianí doesn't sell his share in the 1953 King Bros. & Cristianí equipment to Floyd King, he and Davenport will merge to put out Wallace Bros. & Cristianí Circus to play under canvas.

Cristianí said that a meeting with Floyd King was scheduled this weekend (8-10) at which they will attempt to set values on various parts of the 1953 King-Cristianí show. So far, Cristianí said, none of that equipment has been bought or sold by either of the former partners. What twist the final settlement might take was still up in the air, according to both King and Cristianí.

Stevens Starts Booking

Stevens is a part owner of the new show and Cristianí holds a majority interest, he said. Stevens already is at work booking the open and has two other agents with him. Cristianí said he could not announce the other agents.

Stevens had Bailey Bros.' Circus at ball parks and grandstands last season and this circuit

was backed by Gil Gray. Cristianí said that Gray had no connection with the new Bailey-Cristianí venture but that the new partnership hoped to pattern its operation after that of Gray. Stevens ran Bailey Bros. as a tenting show during the war years and in 1949 called it Robbins Bros. for a tour of Canada. Young elephants on the Robbins show were purchased by Cristianí 1953 herd.

Hammond, who was called Harry Hammond, wagon man in recent seasons for Ben Davenport show, already is in Macon and will have the office for the Bailey-Cristianí show. Stevens will have the advance, and Cristianí will be in charge on the show. Hammond is not to be confused with Harry Hamill, one-time partner of Davenport. Davenport went to Venezuela with his elephants and cats for a booking with Circus Razors. His acts still are working there, but Davenport, whose son-in-law is Pete Cristianí, has been dictating with Cristianí before and signing with Razors.

He reportedly offered the Cristianís the use of his Wallace Bros. equipment during his stay in South America. Presumably this could be added to the King-Cristianí equipment or any part of it which King and his new partner, Arnold Maley, do not acquire. Cristianí said Davenport's elephants would be used on the Wallace-Cristianí show if it develops.

Also, Cristianí stated that the Bailey-Cristianí show will not give street parades but that it might use an elephant walk. (Continued on page 52)

Beatty Preps Second Firm, Sets Opener

Show Returns to Deming Quarters;
Opener in Florida; 100 Speed Work

DEMING, N. M., Jan. 8.—Clyde Beatty's circus has moved back to quarters here after finishing movie work at Phoenix, and it began at once the second phase of a winter schedule, which is keeping the show equipment and considerable personnel busy thruout the off-season.

Manager Frank Orman said the show will rent equipment to Paramount Pictures for another film to be made in February and that the circus will move directly from that location work to the opening stand of its 1954 season.

Opening stand, he revealed, will be March 19-20 at Tucson, Ariz. Filming of "Ring of Fear," a picture featuring Beatty's second movie of movie men, was completed at Phoenix, on schedule, December 23. The entire circus was taken to Phoenix for that job and it arrived back in Deming on Christmas Day (23), Orman said.

Beatty and his family went to Miami for a vacation, and he is due back here January 18. From there, he will be in a lot to act in winter dates.

Rush '54 Projects

Meanwhile, Orman said about 100 men in quarters and they are rushing the winter repair and schedule. The equipment, which was packed into a six-week period ending February 1, Orman said. At that time the show is to be ready for the road.

It will go instead to Phoenix. All equipment has been rented to Paramount for use in a movie to star Dean Martin and Jerry Lewis. The film will have a circus setting. Clyde Beatty equipment will be used, it will not. A feature in this film and the title will be paid out for the winter work. Beatty does not take part in the movie. The Paramount contract calls for a one-year time of set-up and covers the month prior to March 15.

Immediately after wind-up of

the movie part, the circus will go to Tucson to start its own tour.

Work on the earlier movie actually began while the show was on the road and continued in quarters. The two film jobs combine to give the show one of its most active v-inters.

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See place 1954

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1845-CIRCUS PHOTOS-1953

Four Color, Size and Price, show from 1845-Circus, photos, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 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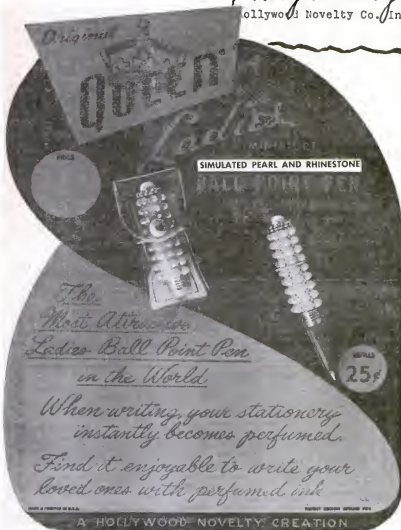
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ONE DOLLAR!

*You'll See It
at the
PALMER HOUSE
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CHICAGO, ILL.*

*JANUARY 14th to 20th,
1954*

Those who cannot attend the show
write for brochures and price lists.

HOLLYWOOD Novelty Co., Inc.

160-162-164-166 Monroe St., New York 2, N. Y. SPRING 7-0260-1-2

Coin Insurance Firm Operates at Airport, Ticket Offices Exclusively

TeLe-Trip Has Nearly 200 Venders on 75 Locations; Plans Bus, Train Program

NEW YORK, Jan. 9.—The TeLe-Trip Policy Company, Inc., here is operating one of the few vending routes in the world where locations consist exclusively of airports and airline ticket offices. Moreover, the average per-unit gross on 75 locations—ranging from \$200 to \$1,600—makes it one of the plushiest routes in the annals of vending.

The firm sells trip accident insurance thru a vender made by it for five years, Kansas City, Mo. TeLe-Trip owns the patents and dies.

Alto TeLe-Trip was incorporated in 1949 and has been field testing the venders for four years. A large-scale operation with its first vender has been in effect for only four months. The first batch of 200 venders, made by

Gottlieb Ships Green Pastures Five-Ball Game

CHICAGO, Jan. 9.—D. Gottlieb Company shipped regular shipments this week of Green Pastures, a new type five-ball game with rotating sequence, speed point score and replay system.

Key to Green Pastures play is a 1-12 numbered series which when completed re-plays and lights two klick-out holes for additional replays. The key feature is activated when the A-B-C-D roller series is made, illuminating targets for special points. Another play derived from the lettered series is a "mystery" play. When this takes place a mystery light up and when the rollover lane under it is activated leads to an extra replay.

The new Gottlieb game has a playfield with an unusual number of scoring units. It gives players added opportunity to tally either a high score or replays. Service features include a drop chute mounted on a hinged door.

Keeney Reaps How Initial Bonus Shows

CHICAGO, Jan. 9.—Distributors for J. H. Keeney & Company announced a new bonus point series of 10, 20, 30 or 50 point series.

Bonus Bowler is a six-player game which can be played in either five or 10 frames. It also has a bonus point series of 10, 20, 30 or 50 point series.

Scoring on the new Keeney game follows: the first, second, sixth and seventh frames have bonus scoring; the third and eighth frames 60-40 scoring; the fourth and ninth frames 90-40 scoring; and the fifth and 10th, 120-80 scoring.

When players match the number which appears on the backglass with the last digit in any bonus point series of 10, 20, 30 or 50 point series on the backglass. They then must push a button on the front of the cabinet to have the pins reset. If they then match the backglass number a second time, they receive the number of bonus replays indicated.

Huebisch stressed that the longer playfield with the use of scoring cabinets is a new feature in a new use of playfield insertion. In addition to this space saving feature, one of the game top set features is a hinged light rack in the backglass.

Vendo, are mostly on location (most airports have more than one unit).

Seek New Mfr.
John M. Shabben, TeLe-Trip president, said, however, that the next run of venders will be made by some firm other than Vendo. He said that the manufacturer had not yet been selected.

Cornerstone of the TeLe-Trip policy is to make it simple for the insurance purchaser. To operate the machine, the customer removes a policy blank (dimensions 3 1/2 inches by 6 1/2 inches) from a rack which it in the cabinet. The vender information contained on the policy slip includes point of departure and return, beneficiary's name and address, application name and address, and amount of coverage (at the rate of \$5,000 for each 25 cents). Maximum coverage allowed on an individual is \$50,000.

The insurance company is Mutual of Omaha, for which TeLe-Trip acts as agent.

Inserts Coins

The purchaser then places in the coin chute the number of quarters corresponding to the premium required for the insurance purchased. A register on the vender shows the customer how much he has inserted.

When satisfied, he inserts the policy slip into a small chute in front of the machine and presses a lever which a tumbler mechanism causes the unit to stamp the policy name and address, and the following information: (1) the time stamp data (minute, hour, day, month and year); (2) a figure denoting length of coverage of

amount of the principal sum, (3) the individual machine's code number, and (4) the resident's address. The counter signature required by State law.

After the policy is stamped, the unit dispenses a 3-cent stamp. Paper Mags are chained to either side of the vender. The top of the vender base is used as a writing desk.

Detaches Stub

The machine automatically detaches a stub from the policy form and retains it. The stub policy is released and the assured takes the cabinet. After a few minutes he turns over one flap which reveals an address for a self-mailer envelope. The envelope is filled in, the stub policy is mailed to the assured's home or office.

Currently, TeLe-Trip is both manufacturer and operator, but Paul Brabazon, recently appointed sales manager, said there was a possibility that the firm would sell the unit to other operators. He emphasized, however, that TeLe-Trip would continue to act as operator and is plotting expansion in other fields.

Brabazon plans to branch out into railway and bus terminals and is considering gas stations on heavily-trafficked highway main roads. He said that the firm's reports also are considered location potential.

Commercial Insurance

However, one of the greatest pay operators and is plotting expansion in other fields. Brabazon feels, is the commercial insurance field. Commercial insurance, he said, is a possibility that the firm would sell the unit to other operators.

(Continued on page 72)

SHORTER HOURS

Factory Hourly Wages Up But Pays Down

By AARON STERNFIELD

NEW YORK, Jan. 9.—Although the hourly wages of labor increased during 1953, thinner weekly pay envelopes have been a source of concern to operators with industrial machines.

Work schedules slacked at year's end, with many economists predicting that unemployment would climb to 4,000,000 by the end of 1954.

TIME BUYING

Coin Meter Plain Works In Ark.

LITTLE ROCK, Jan. 9.—A coin collector's freebie, a coin-operated freezer or refrigerator is an effective device in making customers keep a higher inventory for other furniture and appliances.

Under the coin meter plan, if a customer forgets to make a purchase on a new living room suite or a new television set, the coin meter, which the operator starts defrosting. The customer must then plunk coins into the meter box to start the refrigerator or the freezer operating. The meter then deducts the money to make his payment on merchandise he's buying on

this year. On the bright side of 1953 was the absence of industry-wide strikes.

The average hourly wage of factory workers, which was \$1.71 in January 1953, rose to \$1.75 higher in November, 1953. Weekly wages went up from \$7.08 to \$7.12 on the same 12-month period.

However, the latter figure represented a drop of 91 cents from the year's high of \$7.93 in March, 1953. Average work week had been 41.7 hours in December, 1952, was down to 38.8 hours in November, 1953, with the December, 1953, figure expected to be even lower.

Less Pay, Less Time

For the operator, the reduction in working hours cuts two ways. Obviously, less hours mean less pay. Then too, the less time a factory worker spends on the job, the less time he has available to patronize coin machines and particularly vending machines.

The picture, however, is far from bleak for the operator. There still is money to be made. Factory workers are still taking home near-record pay checks, and are still earning good money as service, professional and farm laborers. The \$165,000,000 postwar peak—with labor income running at a rate of more than \$300 billion a year.

Gov't Returns Seized Bells

TOPEKA, Kan., Jan. 9.—More than 40 bell machines, seized by the U. S. Justice Dept. in 1952 from fraternal organizations, were relinquished by the government to the fraternal groups.

The action came in the wake of a ruling by the U. S. Supreme Court in 1952 that the interstate sale of machines was not proved. The Justice Dept. had argued that the machines had been used to raise money for the benefit of the fraternal groups and were subject to seizure since they had been imported across State lines.

Calendar for Coinmen

January 12—Co-Operative Music Operators' special meeting, Glendale Hotel, Glendale, Calif.
January 14—South County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
January 14—Illinois Coin Machine Operators' Association, election of officers, Max's Golden Feast, Elmhurst, Ill.
January 15—Recorded Music Service Association, annual meeting, election of officers, Blomack Hotel, Chicago.
February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
March 8-10—National Association of America, annual convention, Palmer House, Chicago.

ROUTE TO SUCCESS

Chip Off the Old Block Aids Ride Pop

DENVER, Jan. 9.—An unusual promotion is used at the kiddie ride location of Frank Thorwald—a picture of his 3-year-old son.

The Thorwalds, a young couple, are the youngest with plenty of photographic appeal. Thorwald said that "even a child to look at a picture of children," hence added a small metal framed picture of his son to the Merry-Go-Round, Rocket Ships, Horse Racing Cars and other rides.

In each of his locations in large Denver parks and horse, super-markets and other retail outlets, Thorwald has found that the picture aroused a lot of interest on the part of parents' conjecturing on the identity of the little boy.

Selling Locations

In selling a new location—and Thorwald has made it a profitable hobby to successfully win locations, he has always had operators have given up—he finds that showing the prospect a picture of his son always has a powerful effect.

"In the location owner knows that I have a child of my own, I should be better qualified to judge what sort of kiddie ride will bring out the dime," Thorwald said. "I think it is the location owner who has children of his own who appreciates the possibilities of such machines most rapidly."

Active in most branches of the amusement and machine field for the past three years,

Find Early '54 Play Promising In Connecticut

HARTFORD, Jan. 9.—The Connecticut amusement machine industry outlook for 1954 is promising, with operators reaping the 1953 epochal trade show of the past season.

For operators here says their trade is geared to the industrial output of Connecticut's major cities. "It is far the best in the good, with numerous industrial installations planning both expansion and replacement of existing plants."

The picture, however, is far from bleak for the operator. There still is money to be made. Factory workers are still taking home near-record pay checks, and are still earning good money as service, professional and farm laborers. The \$165,000,000 postwar peak—with labor income running at a rate of more than \$300 billion a year.

Also, risk owner of the General Amusement Games Corporation, says, "To just plug along in the same old, same old way is the best in the world and that's why the introduction of bowlers pepped up the coin machine trade not so long ago. I'm of the opinion that new machines, and new ways of playing older units, will always bring in new trade."

CHICAGO, Jan. 9.—The Purveyor Distributing Company was in cash and merchandise Thursday night (7). The theft was a surprise, for the firm had been under the protection of President Herb Perkins.

March 8-10—National Association of America, annual convention, Palmer House, Chicago.

Thorwald is both a distributor and operator of kiddie rides. Odd building up locations for his 400 penny-operated venders, he is also looking for possibilities for kiddie rides, and always get a machine "on 100" as rapidly as possible. Thorwald's office is "already installed" to operator customers.

IDAHO

Last Beer Days Prove Confusing

BOISE, Idaho, Jan. 9.—The last days of bell operation in the State spread confusion among operators' location owners and even law enforcement agents.

A court ruling December 23 that the State constitution forbade a lottery and thus prohibited the State constitution (Idaho Constitution, Article 9). Many of the Idaho locations are now in a state of confusion. Day and some law enforcement officials jumped the gun by ordering other locations to close down the it was generally understood that the deadline was to be midnight, December 31, with the expiration of annual licenses.

By December 28 the confusion was so general that attorneys for 180 locations in Idaho filed a petition in injunction, asking the court to order the State to establish the closing order at once. There is no report that the State has taken any action to vacate of liquor and beer licenses.

In some towns there was much feeling because the order was issued by the State Supreme Court decision prohibiting bells. Many cities felt they were being forced to close down the closing order at once.

(Continued on page 72)

Det. Shuffle Group Pres. Eyes Big Year

DETROIT, Jan. 9.—The call for a unified program within the industry to insure "making 1954 a banner year" was issued by the Detroit Police Bureau, newly appointed Sheriff's Association.

Expressing his own attitude to cooperation between operators, Burke said, "Personally I enjoy my connection with IDA, due to the pep and enthusiasm it emanates from its live wire members. I want to think it will continue its growth, and want our organization to be able to fulfill the same or better usefulness it does today."

Burke said he planned to continue the program of exhorting the industry to active co-operation in 1954. He said that during the past year by Fred Chipman as president. He added, "I need every shuffleboard operator in the area. It needs their active participation."

MUSIC MACHINES

Employee-Operator Contract Aids Costs

NEWARK, N. J., Jan. 9.—Sol I. Kesselman, attorney for the Music Guild of New Jersey, has explained his knowledge and experience in the music machine industry to make an employee-operator contract available to operators throughout the country.

Up Committee Named to Plan MOA Convention

OAKLAND, Calif., Jan. 9.—A committee, composed of operators from 16 States, has been appointed by George A. Miller, president of the Music Operators of America, to make arrangements and plans for the coming MOA convention to be held in Chicago, March 8-10.

The committee is composed of four groups and each will receive a list of prospective exhibitors to be contacted. Arrangements for advertising, reservations and tickets for radio and television shows for wives and guests of exhibitors also will be the duty of the committee.

A special committee meeting has been scheduled for January 25-26 in Chicago. Miller and Ray Cunliffe, of Chicago, will be at the Palmer House, Chicago, from 11:30 handling exhibit space.

The following are members of the committee: Martin Brumont; Ray Cunliffe, Illinois; Ed Zeher, California; William Hullinger, Ohio; Phil Levin, Illinois; Al Denver, New York; Hinde de la Vies, Washington; D. C. Les Montooth, Illinois; Jack Mulligan, Pennsylvania; Howard Ellis, Nebraska; George Wierman; James T. Tolson, Connecticut; George Workman, Pennsylvania; Victor Osterger, Indiana; Sidney Levine, New York, and George Miller, California.

AMI Licenses Danish Juke Manufacturer

GRAND RAPIDS, Mich., Jan. 9.—John W. Hadcock, president of AMI, Incorporated, announced this week that Jensen Music Industries, Copenhagen, Denmark, has secured both IMA-AMI and AMI patents, and is to be licensed to manufacture under patents and design of AMI, Incorporated.

The Jensen model 46 is to be known henceforth as the IMA-AMI juke box.

Oscar Siesbye A. S. Copenhagen, will act as European sales representative for both IMA-AMI and AMI products. Hadcock said.

Dealers who use both IMA-AMI and AMI equipment are to be appointed for all Central European countries. The following firms already distribute AMI equipment in Europe: Firma Helmut Theobald, Hamburg, Germany; Simon & Zoon, Antwerp, Belgium; and Paderes S. A., Lausanne, Switzerland.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

REVOLUTIONARY NEW OUTPUT. A revolution is taking place in the manufacture of phonograph disks. Disk output is doubling every 18 months, and the industry as a man hours per machine is concerned (General department).

PETRILLO RECORD PACT IS SWITCH. Seven record manufacturers and James C. Petrillo have reached an agreement which should lead to one of the most interesting labor-management contracts in many years (General department).

H-I-F OUTLOOK BRIGHT. The outlook for high fidelity phonographs for 1954 is rosy, and the industry is growing popularity (Music department).

And many other interesting news stories as well as the Honor Roll of Hits and pop charts.

JUKE JINGLE

Coast-to-Coast Suggested To Spur Play

MIAMI, Jan. 9.—Dave Engel, of Dade Vending Company, believes that the manufacturers of automatic phonographs are missing a good bet by not going on television.

"Other manufacturers advertise their wares on TV, so why not the juke box industry?" Engel asks. "Here is a real opportunity to have new interest on a nationwide basis."

Engel feels that a coast-to-coast drive with the proper format would stimulate juke box play and "sell" automatic phonograph to additional millions.

New Aids Dept. Completes St. Luke Cabinet

GRAND RAPIDS, Mich., Jan. 9.—The first juke box, sheet manufactured in the wood working plant of the St. Luke Hospital, opened the assembly line this week (7). William Fitzgerald, sales promotion and advertising manager of the firm, announced.

Fitzgerald said that the cabinet was identical to the one the company is now using and that production would get underway within the next few months.

The new department is supervised by Fred Koler, AMI, formerly with a furniture manufacturing plant, and is equipped with air conditioning, new power saws, dust machines and controls for regulating humidity.

The paint shop, there, too, new equipment has been installed.

Chicago Assn. Skeds Jan. 27 For Elections

CHICAGO, Jan. 9.—The Recorded Music Service Association has scheduled its annual meeting and election of officers for January 27 in the Gold Room of the Hotel Sherman.

Ray Cunliffe, president of the association, announced.

Cunliffe explained that the meeting had been originally slated for January 15, but was changed when operators asked to delay the date.

The meeting also will include review of the past year's work.

"Also the meeting begins at noon," said Cunliffe, "with a gathering an hour before at the offices of the association to give the members a chance of our new headquarters," Cunliffe said.

Over 3,000 Youths To Get Wurlitzer Contest Awards

NORTH TONAWANDA, N. Y., Jan. 9.—A. D. Palmer, advertising and sales promotion manager of the Wurlitzer Company, announced that an achievement certificate would be mailed to over 3,000 young music applicants who were contestants in the contest.

The contest, with the name of the contestant hand lettered in Old English script, says the signature of Frankie Laine, was R. C. Roling, president of the contest.

The contest, which was a search for young, non-professional singers, who might never reach acclaim thru regular channels, was (Continued on page 42)

EDITORIAL

One Day for Polio

Music operators throughout the country might well follow the steps of members of the Music Operators Association of Northern Illinois and the Illinois Amusement Association in supporting this year's drive for polio.

Louis Casola, head of Mid-West Distributing Company, Rosefield, Andrus, head of H. Entertainers, Arlington; Robert Lindsted, head of General Music Corporation, Skokie; Lester Kinsing, collector of Town & Country Music Service, South, and others, salesmen of Mid-West Distributing, this week gave a day to solicit the co-operation of operators and location owners in Northern Illinois.

This type activity could be followed on a national level, by the Music Operators of America, the result would be not only great aid to worthy organizations but a boon to the music machine industry's public relations. Countless new friends would be won by such an effort.

Co-operation to be expected from operators and location owners can best be judged by the experiences of the five who sparked the idea.

The group started out early Monday morning in De Kalb, visiting juke box operators and location owners throughout the local police chairman and press representatives. The calls were made in the afternoon, and they received 100 per cent co-operation from everyone contacted. The same day they also visited operators and location owners in Harvard and Woodstock and there, too, received the same co-operation.

Louis Casola, who originated the plan of giving one day's proceeds of each juke box on location, wrote letters to operators through his area, urging them to contact local police chiefs. He asked them to place signs in their windows and wall boxes asking that "one day's play be donated to the polio fund."

It is estimated that the proceeds of nearly 1,000 juke boxes will be donated to the polio drive.

There is an opportunity to provide every segment of the music machine industry with a springboard for a good public relations gesture.

A New Way to Add Many New Exhibits

OAKLAND, Calif., Jan. 9.—George A. Miller, president of the Music Operators of America, announced that exhibits at this week's MOA convention, Jan. 25-26 at the Palmer House, Chicago, would include besides juke boxes, coin-operated television and radio, cigarette vending machines, coinjectors, tile strips and all other equipment allied with automatic phonograph business.

Miller, in sending application blank for exhibit space to various manufacturers, explained that because music operators had found it necessary to expand to enlarge their routes with equipment other than juke boxes, exhibits would be expanded to include all types of coin-operated.

"A complete list of exhibitors, meetings and topics, will be sent several weeks before convention time," Miller said.

The highlights of the meeting are expected to be the inauguration of a copyright organization, sponsored by MOA; discussion of a proposed national TV show, "Mark in the Juke Box" directed by the National Film Board; a national tax council to eliminate double state and federal income taxes, and a report on the

profit cuts sparked by San Antonio Ops; Assn. Plans Roll

SAN ANTONIO, Jan. 9.—Local juke box operators, sparked by declining profits and increasing competition, met here this week to discuss an association designed to end the practice among operators of offering higher commission to obtain location.

The organization plan was inspired by a letter from the Texas Merchandising Vending Association of Austin, Tex., which reported that efforts were being made by the Texas state to eliminate similar difficulties.

According to the letter, many juke box operators in the State feel that unless organizations are formed, operator profits will vanish as the state imposes higher and higher commissions.

Albert Johnson was appointed temporary chairman of the meeting. While no decisive action was taken, it was agreed that another group gathering would be held soon in the hope of establishing a mutual organization for the benefit of operators.

What that happened when Ray Gallet, of Pasheke Phonograph Service, wanted to put a machine in the place of the old one, the tenders and waitresses are all in the middle. The only small are the customers.

Cal thought the machine for awhile and finally installed a Rock-Ola Comel. Now the Middle Inn has the unique problem of having the Rock-Ola-looking juke box in Chicago.

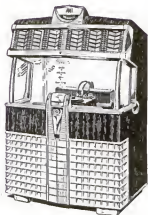
ITS ALL IN HOW YOU LOOK AT IT

CHICAGO, Jan. 9.—Juke box operators run into a lot of trouble in the line of having to give a location a new machine. The new machine blends better with the tables and chairs, is rather unusual in appearance.

That's what happened when Ray Gallet, of Pasheke Phonograph Service, wanted to put a machine in the place of the old one, the tenders and waitresses are all in the middle. The only small are the customers.

Cal thought the machine for awhile and finally installed a Rock-Ola Comel. Now the Middle Inn has the unique problem of having the Rock-Ola-looking juke box in Chicago.

"put 1 in!"



E 120

Also Model E with 40 & 80 Selections

Ever since the repeal of prohibition many swank bars and elite restaurants have steadfastly refused to accept a juke box of any kind. It took Model "E" by AMI to turn the tide. The deluxers have suddenly fallen for "E's" breathtaking beauty, smart style and tonal fidelity and are telling AMI ops to

"Put One In"

AMI Incorporated

General Offices and Factory:

1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Music Route Management

Music Route Management Salesmanship Aids Profits

If a location owner should call for Glenn Wolcott, at his home in La Crescenta, Calif., he might learn that he is a little person. However, they would be only a little nearer to finding him for he could be in one of several places. For Wolcott, who calls himself a small operator, might well be using the workroom facilities of Ben Korte, Glenn (Red) Catlin or Pete Romero.

While these friends, like Wolcott, are also in the coin machine business, there is a friendly spirit of competition. When Wolcott needs equipment, parts or even a machine, he has access to the shop and stock of these fellow operators.

That it may happen only in the Glendale area may be true. Nevertheless, it is the case. In return, Wolcott helps these men out in the few occasions that they might need it.

Selling Angle
Wolcott, who started in business on his own in 1951 after working as a serviceman for other operators, including Ray Tisdale, with whom he started in 1945, and later

Catlin and Korte, is primarily a route man. However, in the last two years he has been working both the selling and servicing angles. He has managed to sell even Arcade equipment. Music accounts for 75 per cent of the route.

Now established in business as in a home, Wolcott is building up the small start made only a few months ago. To get into this field, he invested all of his savings. But he organized himself on a solid basis. All of the money that is received from the route goes into a special account at the bank. It is used only to defray expenses of the operation as well as to care for expansion.

Wolcott believes that the coin machine field is changing. While he is primarily a mechanic, he believes that the ability of an operator to sell a location is more important than being able to repair a machine properly.

Servicemen Available
He points out that there are men available, who are well versed in servicing because of their training

in the Armed Forces. They can be obtained quite readily to repair a machine. He reasons, too, that a piece of equipment is of no value unless it is in a good location. This requires selling, and he puts salesmanship on the job of working on relays.

This may be a bit of the grass being greener on the other side of the street, but Wolcott does all right for himself as a salesman, and of course, a serviceman.

Another problem, if selling can be considered one, is that of picking up the records for the location. The Billboard picks, listening to the disk jockeys, particularly Peter Potter's "Juke Box Jury." The method of picking up the records adequately for the selection of records for his spots, which include popular, country and western, and rhythm and blues. In the teen-ager patronized spots, he uses quite a bit of pop and goes the other way to give listeners in the swank spots smart stuff.

Teen-Agers
The rhythm stuff in the spots took a beating. Teen-agers have proved a money-maker for Wolcott. He recalls that at one spot he was approached by the location owner with the request that "more music" be used. He argued that it would not go, but at the insistence of the proprietor he made the usual selection. The take dropped. With the figures to tell the tale, he went to the location owner with his report. The hot stuff was back on the machine.

Wolcott puts little faith in request numbers from the location. He says that generally these are for the oldies and that an operator has to keep new stuff on the machine. The take is to be kept up.

The music section of the route has caused Wolcott only the usual headaches of which most who have avoided thru his own systems. But the Arcade equipment made up for any feelings of comfort he was afforded by the music machines, as the feelings of comfort in spots frequented by teen-agers and even those younger. Here the units took a beating. And because of this, he has raved much of it to bowling alleys and similar spots so that the patronage is from adults.

The moving of the Arcade machines to other spots cut the daily servicing that was required when the teen-agers were patronized. However, Wolcott optimistically says that since he is a small operator, the number of calls does not matter too much.

Operator Jo-Operation
This status also requires that he remain on the job around the clock and for seven days a week. This, too, has been solved, or eased at least, by the fact that he has friends in the business. Recently he took on for Northern California and while he, as out of town, Pete Romero took care of the urgent calls for him. Romero is credited with contributing much to Wolcott's knowledge of mechanisms for he says that Pete knows the business, and can tell another about it in terms that can be understood. Also credited with contributing to Wolcott's know-how is Walt Lyman, a serviceman he met when both were with Tisdale.

Wolcott recalls that some years ago he was asked to check on the playing of a certain record. The location was a cafe and the complaint was that when it was played, the trays just disappeared on the table—but with a bang.

Wolcott at first disregarded the complaint "he could not visualize a thing like that happening. After when he was at the spot the record as played. And he says, the ash tray in front of him just blew up. He checked the machine to see what could be done about it. For he did not want to remove the Mario Lanza recording of "Be My Love."

This operator admits it's hard to convince people that this was of the occupational hazards of his route. Perhaps a better explanation might be that it happened in Glendale.

Meet Glenn Wolcott

Glenn Wolcott had just been discharged from the army and was passing the time of day in a Glendale, Calif., cafe, waiting for something to happen. Ray Tisdale was servicing the location's juke box. When the machine was opened and the coin box was emptied, Wolcott saw the electrical wiring along with the coins and

were with coin-collected machines. In 1951 Wolcott took his savings and ventured into the coin machine business on his own. He kept adding pieces as the bankroll permitted until today his route is 75 per cent music and the remainder arcade pieces and games.

Jobs Concessionaire
Wolcott was born in Earl, O., 33 years ago. At an early age he was passing the time of day for Del Cane, a concessionaire who traveled the fair circuit operating a shooting game. The following year and until 1937, Wolcott was on the road with Cane.

The year he left the concession field, he moved to Tucson, Ariz., where he took over a bakery route. The job folded when the two owners were killed in an automobile accident.

He arrived in Glendale, Calif., in 1938. His first job was that of again recording bread, rolls and buns into groceries and coffee. Later he took a job for a transport company, then picked up money from different firms. He remained there until he was fired from the company only to receive a medical discharge the next year.

Wolcott likes the coin machine field. It is out-of-doors, gives him a chance to tie a few wires together and, above all, it is still a job of handling money.

GLENN WOLCOTT decided that was the business for him.

So in 1942 he went to work for Tisdale and later for Glenn (Red) Catlin, with whom he remained for three years. Wolcott next went to work for Lockheed Aircraft Corporation, increasing his knowledge of electronics and continued to dabble, as it

3,000 Youths

• Continued from page 66

held from September 15 thru October 18. The winner was a New Jersey high school senior, Patty Bross (The Billboard, December 12). Miss Bross was awarded \$1000 scholarship. Ed Sullivan's TV show, "Toast of the Town," and was given the opportunity of having her voice recorded on a Columbia record. Forty local winners received cash prizes and the top five runners-up received inscribed plaques in addition to the cash.

Chi Distrib

• Continued from page 66

that TV trade contacted and juke boxes were played more. Coven also has his three salesmen get together as often as possible and exchange thoughts on different problems. He feels that by doing this each salesman is less likely to run up against a problem for which he doesn't have at least a temporary answer.

What You Don't See Below the Surface Shows Up in the Profit Column!

Under the appealing modern beauty of Jubilee Phonographs lies Evans' 60-Year Reputation for Quality! You won't pay more for this *Hidden Extra Value* . . . you will get more in enduring treble free performance, play-igniting, true-to-life Tone Reproduction and over-all economical operating.

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



Contact your Evans Distributor NOW! Assume excellent possible delivery and a future of more records, more profitable operation!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

EVANS' CENTURY 100/45

30 RECORDS—100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

MARCH OF DIMES

FIGHT INFANTILE PARALYSIS

JANUARY 2-31

Reconditioned Music Equipment

Say, Man!

Have We Got Bargains!

SEEBURG

1485L \$159

147M 129

Wurlitzer 1500 \$305

Rock-Ola 1424 395

Wurlitzer 1100 125.00

Rock-Ola 1424 (2 selections) 75

Wurlitzer 1015 \$99

Rock-Ola 1424 95

Wurlitzer 1015 125.00

Federal 4.50

Wurlitzer 420 \$29.50

Wurlitzer 4851 39.50

Wurlitzer 3018 12.50

Federal 4.50

Wurlitzer 4851 39.50

Wurlitzer 3018 12.50

Federal 4.50

WIRE-WRITE-PHONE

1/2 dozen, includes C.O.D.

Export inquiries invited

DETROIT, MICH. — 16217 Ulster

CLAYTON, OHIO — 2400 Elder

LANING, MICH. — 1321 Turner

TOLEDO, OHIO — 1302 Johnson

MAINE — 5-4243

MAINE — 5-4243

MAINE — 5-4243

MAINE — 5-4243

MUSIC SYSTEMS INC.

ADDS UP

...to the Highest Earning
Phonograph Ever Built



Wurlitzer 1500

Any check-chart of phonograph values finds the Wurlitzer 1500 so far out in front it's fantastic. Any comparison of earning power puts it in the same lead position.

The reasons for its leadership are obvious. Add up all the features it offers for the money including the fact that it's the only phonograph that will play 45 and 78 RPM records INTERMIXED.

You come to one conclusion. The Wurlitzer 1500 offers more for an operator's money than any phonograph the industry has ever produced!

See Your Wurlitzer Distributor



THE WURLITZER 1650

Biggest Value in the Small Phonograph Field

The 48 selection Wurlitzer 1650 playing straight 45 RPM records or the 1600 playing 7 or 10 inch discs offers operators a compact, beautiful, tuneful phonograph at a new low price that has proved itself a marvelous money maker.



The Rudolph Wurlitzer Company • North Tonawanda, New York

Am. Chicle Sets Slight Increase In Vend Pk. Price

LONG ISLAND CITY, N. Y., Jan. 9.—Effective this week the price for 100-pack vending units of the American Chicle Company will be increased to 40 cents a box, less 2 per cent for 15 days, net 30 days, f.o.b. Long Island City.

The increase, the first since before the Korean War, amounts to 1.58 cents a box. The old price was 38 cents a box, less 1 per cent for 10 days, net 11 days.



ADVERTISERS
Know exactly what
THE BILLBOARD
delivers because THE Audit Bureau of
Circulations.

Coffee Prices Still Climbing

NEW YORK, Jan. 9.—Coffee prices on the New York Coffee and Sugar Exchange are at near-record highs. The price rose steadily during 1953. Two factors responsible for the increase were the Brazilian frost and the removal of price controls by the United States.

The July-August frost pushed prices higher by cutting the crop in some areas of Brazil by nearly a third. The damage is expected to reduce crops for several years.

NEW YORK, Jan. 9.—Tic-Tac-Toe charms for Rocket Machine operators were introduced this week by the Paul Price Company. The charms come in two-tone colors, with a peg-board, pegs and a peg case.

Ice Vending Wins Holiday Boost

DETROIT, Jan. 9.—Ice vending got a boost over the holidays when local ice companies banded together to use quarter page ads in Detroit newspapers. A slogan, "There's an ice vending station near you," was followed by a list of 31 locations of machines, grouped by areas for convenience. The ads further stressed the variety of service available, "cubes," "crushed," "block," and the fact that it was a 24-hour service.

New Eppy Series

JAMAICA, N. Y., Jan. 9.—Samuel Eppy & Company, Inc., this week released a new charm series, 10 fruits and 10 vegetables. Each charm is hand painted.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in THE BILLBOARD issues as indicated below. All advertised used machines and prices are listed. Where new items are advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment.

	Issue of Jan. 9	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19
AMI				
Model A	\$159.00	\$161.00	\$159.00	\$159.00
Model B	\$275.00	\$275.00	\$275.00	\$275.00
Model C	\$275.00	\$275.00	\$275.00	\$275.00
Model D-40	\$450.00	\$450.00	\$450.00	\$450.00
Model D-50	\$475.00	\$475.00	\$475.00	\$475.00

CHICAGO COIN				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

EVANS				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

MILLS				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

PACKARD				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

RESTAURANT				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

ROCK-OLA				
Model A	\$125.00	\$125.00	\$125.00	\$125.00

Model B	\$125.00	\$125.00	\$125.00	\$125.00
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Model C	\$125.00	\$125.00	\$125.00	\$125.00
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Model D	\$125.00	\$125.00	\$125.00	\$125.00
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Model E	\$125.00	\$125.00	\$125.00	\$125.00
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Model F	\$125.00	\$125.00	\$125.00	\$125.00
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Model G	\$125.00	\$125.00	\$125.00	\$125.00
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Model H	\$125.00	\$125.00	\$125.00	\$125.00
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Model I	\$125.00	\$125.00	\$125.00	\$125.00
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Model J	\$125.00	\$125.00	\$125.00	\$125.00
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Model K	\$125.00	\$125.00	\$125.00	\$125.00
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Model L	\$125.00	\$125.00	\$125.00	\$125.00
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Model M	\$125.00	\$125.00	\$125.00	\$125.00
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Model N	\$125.00	\$125.00	\$125.00	\$125.00
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Model O	\$125.00	\$125.00	\$125.00	\$125.00
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Model P	\$125.00	\$125.00	\$125.00	\$125.00
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Model Q	\$125.00	\$125.00	\$125.00	\$125.00
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Model R	\$125.00	\$125.00	\$125.00	\$125.00
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Model S	\$125.00	\$125.00	\$125.00	\$125.00
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Model T	\$125.00	\$125.00	\$125.00	\$125.00
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Model U	\$125.00	\$125.00	\$125.00	\$125.00
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Model V	\$125.00	\$125.00	\$125.00	\$125.00
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Model W	\$125.00	\$125.00	\$125.00	\$125.00
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Model X	\$125.00	\$125.00	\$125.00	\$125.00
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Model Y	\$125.00	\$125.00	\$125.00	\$125.00
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Model Z	\$125.00	\$125.00	\$125.00	\$125.00
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Tops in Design!

BOTH INSIDE AND OUT

How Was Your Timing on ...

"WOMAN"

JOHNNY DESMOND
CORAL 4104P

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the beautiful disk jockey promotions and throughout dealer overhauls. Billboard's weekly BEST BUY is the answer. Arrange now to have little slips of BEST BUY supplied day and date with their publications in Billboard. You'll save time and money ... you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

NOVEMBER
25

Title Strips
Ready for Top
Juke Profits

NOVEMBER
25

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Card	Cost per month	Card	Cost per month
20 (400 strips) ... \$ 4.00		70 (1400 strips) ... \$20.00	
30 (600 strips) ... 5.00		80 (1600 strips) ... 24.00	
40 (800 strips) ... 6.00		90 (1800 strips) ... 28.00	
50 (1000 strips) ... 7.00		100 (2000 strips) ... 32.00	

Yermie Stern Title Strip Co.
2 E. 45th St. New York 17

Date

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost

\$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Cancer
strikes
one in
five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

HOW TO SELL, KEEP SOLD 'TOUGH NUT' LOCATIONS

'Key points of Thorwald's "location approach":

1. Handsome machines.
 2. Swift, reliable service.
 3. Healthful, sanitary products.
 4. An automatic means of serving children.
 5. (Operator's) credit rating, business background.
 6. To keep the "location" as a "location."
- A woman "globe decorator" is employed at headquarters to artistically fill globes with confections, charms, to merchandise both to best advantage.

BLUE-PRINT FOR PROFIT

Dignity, Service Open Locations for Bulk Op

By ROBERT LATIMER

DENVER, Jan. 9.—Modern merchandising ideas have helped Frank Thorwald build up a profitable route of 400 bulk gum and charm vendors.

A six-foot, amiable, greying man, Thorwald is a distributor for Victor Vending Company, but he is primarily known as an operator, and as one who has made confection and charm vending business a success many previous operators simply give up.

Surprisingly, he has been in the field only three years. Prior to that he was associated with Colorado's largest quick manufacturing organizations. Intensely interested in vending machines, he soaked into the field in 1950, was

fold that "all the good locations are taken."

Room for New Op.
In asking questions, Thorwald was struck by the fact that many local outlets, which he considered ideal, had no vending machines whatsoever. These included drugstores, theaters, supermarkets, chain stores, etc. In each instance, Thorwald was told that the location management simply would not "hear of putting a vendor of any kind in the building." However, he was convinced that the proper approach of these locations could be made.

Since that time, thru a combination of first-rate merchandising, boldness, and Thorwald has become Denver's largest operator of penny

(Continued on page 72)

Cig Smoking Drops 1.2% in N. Y. State

Tax Men Cite King-Sizes, Higher Prices,
Health Factors; Ops 'Not Worried'

ALBANY, N. Y., Jan. 9.—For the first time since World War II, cigarette smoking in New York State has begun to decline, according to figures released this week by the State Department of Taxation and Finance.

Cigarette consumption, which had doubled between 1940 and 1953, dipped 1.21 per cent during the eighth month ending November 30, 1953, compared with the eighth month of the preceding year.

Except for the last year of the war, when there was a "cigarette shortage," this is the first drop in cigarette tax collections since the tax was introduced in 1938. Considering that cigarette consumption was at an all-time high, the 1.21 per cent drop isn't causing any great concern in vending

the eighth month ending November 30, 1953, compared with the eighth month of the preceding year.

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Revenue from the 3-cent State tax levy was \$41,025,112 for the eighth month ended in 1953, compared with \$41,525,112 a year earlier. With each sale of a dollar of revenue representing 33 packs of cigarettes, the current decline rate indicates that New York State residents are currently smoking 25,006,666 fewer packs annually than they did a year ago.

Tax authorities cited the trend toward king-size cigarettes, which are 20 per cent longer than the standard cigarette, as a contributing factor to the decline in sales. Higher prices and health considerations were listed as other factors.

The New York State situation parallels the national picture, according to the Office of the Comptroller of the Currency. Tax authorities cited the trend toward king-size cigarettes, which are 20 per cent longer than the standard cigarette, as a contributing factor to the decline in sales. Higher prices and health considerations were listed as other factors.

(Continued on page 72)

PART-TIME PROFITS

Gotham Op Makes 25-Cent Bulk Nut Route Pay Off

By AARON STERNFIELD

NEW YORK, Jan. 9.—Almost any vendor of bulk vending operator will tell you that an operator of at least several hundred units is required to make a route worthwhile—almost any successful operator except Ed Gruber.

Gruber is a part-time operator, with a 25-machine bulk nut route in Manhattan. He has been in the business for little more than a year.

Yet he manages a gross around \$200 a month, and a net around \$12 a month per machine. His vendors, mostly Northwestern, are all 3-cent and 10-cent units, with one location, Gruber's department store, vending for a dime only.

Gruber is an unlikely part-time operator. Born in this country, he

moved to Austria at the age of four and stayed there until he was 23. He is a playwright, an express agent and a former operator of a color photography picture establishment. During World War II he was in the Office of War Information.

While a youth in Austria, Gruber, prior to 1938, considered engineering, became interested in the sale of cameras, and then in the sale of disposable cameras for the equivalent of 1 cent.

His luck quickly overcame this interest, so, in October, 1952, he answered an advertisement in The New York Times which offered a bulk nut route for sale.

The seller, a rocketeer, was asking \$950.00 each for 15 nickel and 10-cent units. (Continued on page 72)

DETROIT HITS SPONSORED ROUTES

Charges Vendors Violate Charity Ordinance; Fraternal Clubs Appeal

DETROIT, Jan. 9.—Civic club stepped up the vendoring of vending machines for charity fund raising into city opposition here this week. Three major groups—local Lions, Kiwanis and Optimists—have complained that the city municipal ruling made such sponsorship a violation of the charity ordinance.

One group, the Downtown Lions Club, moved to appeal the ruling that its sponsorship was in violation of the ordinance. A special city board which rules on charity projects under the city ordinance, the Solicitations Authority Committee, agreed to hear this week. Representatives of the Kiwanis and Optimists clubs are also expected to attend the hearing.

Vendors Buy Lunch-O-Mat 20 Unit Route

NEW YORK, Jan. 9.—Lawrence Reiss, head of the Lunch-O-Mat route, announced this week that he had sold his 25-machine Lunch-O-Mat route to Vendall, Inc., operated by Bob Siegel, Henry David and Murray Oslan.

Reiss said, however, that he would continue as manufacturer of Lunch-O-Mat and as operator of a cookie route. Lunch-O-Mat is manufactured by the Statler Manufacturing Company, was introduced about a year ago, and has been produced on a limited basis, primarily for hotel operation. Reiss would not divulge what his plans were for marketing the unit on a national basis.

Oslan said he would reveal Vendall's plans next week.

Spacal to Add Plant Space for Higher Output

STAMFORD, Conn., Jan. 9.—Spacal, Inc., this week started a plant expansion program to be completed in March, H. Houston, president, announced.

Present facilities cover three buildings: 25,500 square feet of office and plant space for production, plus 6,000 square feet of warehouse space. In the third, and additional space in a third building for warehouse use. The actual completion of the plant expansion program will be 38,000 square feet. For this purpose, a 14,500 square foot increase.

Insurance Ending Proves Big Deal

• Continued on page 64

is that type coverage which requires weekly collection. From the assured, instead of the usual quarterly premium.

This type coverage, he added, covers for premiums of \$1 billion a year and is considered highly desirable to low income groups, who are unable to pay the cash for quarterly payments. The actual procedure is to send a debit man around to collect for collections. This involves a debit man around to collect for collections. This involves a debit man around to collect for collections. This involves a debit man around to collect for collections.

The Solicitations Committee charged that of some 1,300 vending machines did not qualify as a charitable work, refused permits to vend on city streets. On October 27 last year, A Kiwanis club complained that his club was not applied for a permit because it did not know one was required.

A SAC committee member pointed out under the ordinance, 70 per cent of the money raised, after certain expenses, must go to

the soliciting charity. He said the committee was not satisfied that the route's driving car service did not "pay anything like the required percentage."

The committee's arrangement also was voiced by C. J. Avery, executive director of the Business Bureau's Consumer Division. He said the solicitations ordinance was intended to eliminate private gain from charity projects and this situation violates that purpose. (Continued on page 72)

PRR Announces New Auto-Buffer Coach

Dining Car Has Bar, Tables; Reverses
Practice of Selling Train Food at Loss

NEW YORK, Jan. 9.—The Pennsylvania Railroad is flying in the face of eastern railroading tradition by actually offering a dining car at a profit—letting actual merchandising take over as a substitute for cents, which accounts for 15 cents of every food dollar taken in by the line.

Some 50 newspapers, photographs and magazine writers representing metropolitan dailies, press associations, the trade press, new magazines, radio, television and newspapers, were guests of the

Pennsy Thursday (7) when the road unveiled its new coin-operated dining car, designed by engineers from the road's dining car service and the Howe Corporation.

The car, converted from an old auto coach, has been used experimentally on the New York-Washington run for three weeks and now goes into regular service on the train from New York to New York at 11:30 a.m. and Washington at 8 p.m.

Equipment Line-Up.
Vending equipment includes a four-still coffee maker, a Bert Mills coffee vendor, a seven-column Rowe candy merchant, an Apco three-flavor cup drink dispenser, a Fred Hebel ice cream machine, a Rowe milk-chocolate milk-orange vendor, a Rowe cake and pastry vendor, an eight-column cigarette vendor and a Vendo changer.

Herbert Auerbach, head of Philadelphia's Automatic Food Service, the Rowe subsidiary which operated the train's new vending machine. The machine is not serviced on route. (Continued on page 72)

Mills Vender Output Hits 450 Monthly

ST. CHARLES, Ill., Jan. 9.—Production at the new Bert Mills Corporation manufacturing plant is hitting 450 machines a month, president Bert Mills reported this week. "And I think that production will be doubled in the next few months," he said.

Mills stated that about 15,000 of the firm's machines are now on location, and that, conversely speaking, "these machines will vend about 1 billion cups of coffee in 1954 alone."

Said Mills: "When we started producing in 1949 two or three machines a day was big production. Last year our machines dispensed over one-half billion cups, in 1954 we expect to vend another billion cups, as many as were dispensed thru our machines in the preceding four and a half years."

At the official opening of the new \$750,000 plant last month, the machine, which had been in the hands of the firm's field salesmen, was presented with a silver cup symbolizing the billion cups vendable by Bert Mills Coffee Bars since their introduction in 1948. O. J. Poffenberger, Chicago, president of the firm, was master of the ceremony. (Continued on page 72)

P.M. Sets Date On Parliament Merger Action

NEW YORK, Jan. 9.—Stockholders of Philip Morris & Company, Ltd., Inc., will meet in Richmond, Va., January 26 to vote on the proposed acquisition of Benson & Hedges. Although the transaction is technically an acquisition by Philip Morris, it is, for all practical purposes, a merger of the two organizations. The resolution would authorize Philip Morris to purchase 355,460 shares of Benson & Hedges common stock on the basis of a share-for-share exchange of Philip Morris stock. Benson & Hedges, which has 100,000 shares, would then become a subsidiary of the larger company. (Continued on page 72)

Nat'l Vendors' Firms Set for Jan. Showings

ST. LOUIS, Jan. 9.—National Vendors' Show and color training movies for servicemen are scheduled for three showings this week at the St. Louis Convention Center. The showings are being held by the National Vendors' Association, which is headquartered in St. Louis. The showings are being held by the National Vendors' Association, which is headquartered in St. Louis.

First showing of the three films will be held on January 13 at the Hotel New York, New York; Thursday (14) they will be shown north under the direction of C. J. Anderson, representative for the showings. The showings are being held by the National Vendors' Association, which is headquartered in St. Louis.

oak's Rainbow captures pennies



precision built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell because with OAK's streamlined Rainbow, 10-cans to vend tub gum, chrome sandles, Marshy's. Guaranteed mechanically.

Convert your Acorns—vend tub gum

oak
MANUFACTURING COMPANY
"SUNNY VALLEY" DIVISION
CHRYSLER CITY, CALIFORNIA
Inventor of the
PENNY KING CO.
7330 MIDLAND STREET, INGLEWOOD, CALIF.

FOR SALE
COFFEE-SPA COFFEE MACHINE
Like New
Model B-600, Ser. 8470, with 10¢ slot and waste receptacle. Used three months.
Make an offer to
R. Fehling, Empire Lanes, Inc.
86-41 First St. Hoboken, N. J.



VICTOR 5c ROCKET

(TRADEMARK)

THE BABY GARD OF CHARM VENDING

All the morning power that can be built into a bulk vender.

THE BABY GARD DELUXE

is being operated extensively . . . and successfully.

AND NOW PROVIDING for vending a much wider variety of ROCKET CHARMS (Trademark) . . . per illustrations in this advertisement.

OPERATORS

Want your nearest VICTOR distributor at once for full details.

Packed & Sold at the Coin. Capacity 500

VICTOR VENDING CORP.

7501-15 W. Grand Ave. Chicago 29, IL

Canned Drinks New Vending Factor in '54

CHICAGO, Jan. 9.—Canned soft drinks and their potential as a big vending item will be a major topic of discussion among bottlers, vender manufacturers and vending specialists during 1954.

At least three large, established companies and one new one have so far thrown their hats into the canned soft drink ring—Cantrell Co., Cochran Corporation, White Rock Bottling Company of Los Angeles, Dad's Bottling Company of Chicago, and Miami Canned Beverage, Inc., Miami.

Two smaller firms—Sheridan Brewing and Distilling Corporation, which has a national vending market-canned soft drinks on the West Coast. General Beverages, Inc., building a soft drink plant in the Miami area, plans to market its Donald Duck line in coin-top cans.

National Program
Cantrell & Cochran, which is already selling its canned line thru the East, took steps toward a national distribution program by building a Los Angeles canned

Austin Vender Signs Erected

BALTIMORE, Jan. 9.—First installations of Austin Picking Company special road signs, calling attention to the availability of its cookies thru vendors, were announced this week. First sign was erected on Washington Boulevard here.

Eventually, a \$45,000 advertising program by Austin will place similar road signs thru 32 States (The Billboard, December 12), according to Ernest H. Fox, president.

The signs are in two sections; the top section, 7 by 4 feet, reads: "Enjoy Austin's Peanut Butter Sandwiches." The lower section, 4 by 4 feet, carries the message: "In Vending Machines and Over the Counter."

The same wording appears on both sides of each sign, with the side facing approaching traffic of Scotch Lite material which is supposed to light up when the flashing of auto headlights.

Pepsi Promotes Two To Bottling Managers

NEW YORK, Jan. 9.—The promotion of two Pepsi-Cola executives was announced this week by Emmett R. O'Connell, president of Metropolitan Bottling Company of New York.

James J. McCaffrey was named manager of the Pepsi-Cola Bottling Company of Boston. Paul F. McFadden was appointed manager of the Pepsi-Cola Bottling Company of Alexandria, Va.

McCaffrey, formerly sales manager for Pepsi in the Philadelphia area, has been with the company since 1939.

Ryals joined Pepsi in 1947, serving as route salesman, route supervisor, and most recently as sales manager in the Virginia area.

drink plant, now readied for production, and planning another for the Midwest (with completion scheduled for March). That C & C expects canned drinks to have a rosy future is also indicated by the appointment of Gen. James A. Van Fleet to head C & C's canned drink program, including the vending of these drinks.

Last summer a three-cornered deal was announced involving C & C, Fanda, Inc. (a firm set up to vend canned drinks) and Sparacchio Juice Bar. The deal called for the latter to produce and sell outright to Fanda (which will operate the vendors) a canned soft drink machine. Production models, now coming off the lines, are presumably being stockpiled by Fanda for the time it goes nationwide, reported to be early spring.

C & C's Super canned line—coke, ginger ale, root beer and cola soda—wholesales in the East at \$2 per case of 24, retailing at 25¢ per 12-oz. can (Continental Can crown top).

White Rock Line
White Rock Bottlers introduced a five-flavor line in 12-oz. Pacific can flat-tops, sold to outlets at \$2.25 per case of 24 and retailing at two for a quarter. Distribution at present is confined to the Southern California area, according to A. C. MacDonald, manager.

The White Rock line—cola, root beer, orange, lemon-lime and black cherry—was launched with a promotional campaign "which included newspaper, radio and TV advertising."

So far White Rock has not announced vending plans for its canned line.

Dad's Root Beer will be marketed in cans just as soon as the can strike is over and cans are available in quantity, said Barney Berns, executive vice-president of Dad's Bottling Company.

Sees Bright Future

Berns foresees a bright future for the no-deposit non-refillable can, but be questioned their potential as a big vend item. Operators will undoubtedly find that can vending would be less profitable than cup vending because of the higher cost of the can, said Berns.

16-oz. flat-top can of Dad's will retail for 10 cents; a 24-can case wholesaling for \$2.

Mi-ame Canned Beverage, a firm set up to market canned drinks, premiered a four-flavor line—cola, root beer, orange and grape—packaged in 12-oz. aluminum cans to retail for 10 cents. A 24-can case is sold to outlets for \$1.90. Mi-ame also markets a non-carbonated chocolate drink in 9-oz. American Can flat-tops, packed 48 to the case and wholesaling at \$3.80. Production plans call for a total output of 15,000 to 20,000 cans per week.

New N. H. Route

CONCORD, N. H., Jan. 9.—A new vending machine operation, New Hampshire Vending Company, Inc. was formed here this week. Officers include Max Isacoff, president, and Raymond Alterman, treasurer.

ABC Restrains Theater From Ousting Machs.

PITTSFIELD, Mass., Jan. 9.—The ABC Vending Corporation has obtained a temporary restraining order against the Berkshire Drive-In Theater on Route 1, preventing the latter from interfering with the portion of the theater premises occupied by the vending corporation or with the plaintiff's conduct of its business therein, or with the access of customers thereto.

The order was issued by Superior Judge Jesse Morton in Boston and was brought by Louis Kichenov, general manager of the New England division of ABC Vending.

In its suit, ABC claims that its predecessor, Sanitary Automatic Canned Corporation of New York, signed a contract with the operator of the theater in 1930, 1948, just before the theater was scheduled to open. The contract provided a lease to a portion of a building on the theater property for the sale of candy, soda, soft drinks, confectionery, popcorn, ice cream, frankfurters and sandwiches to the Sanitary Corporation.

When Sanitary merged with ABC in August, 1949, the theater lease was extended by agreement in January, 1949, to expire at the close of business December 31, 1954.

Cancels Agreement

It is alleged that on November 23, Albert P. Silverman, assistant treasurer of the Berkshire Drive-In, sent a letter to the ABC Corporation canceling the agreement and ordering the removal by the concessionaire of its property within 30 days or it would be stored at the risk and expense of the owner. This letter stated in part that by reason of alleged unspecified breach of said agreement, the defendant considered the contract cancelled.

ABC contended that no breach of contract was committed. It alleged the theater desired to break the contract to capitalize on the business built up by the vending company.

According to the agreement signed in 1948, the Berkshire Drive-In would receive 25 per cent of the selling price of all merchandise sold by the concessionaire with the exception of cigarettes on which they would receive 1 cent on each package.

Chuncky Candy Exc Preps Sales Trek

BROOKLYN, Jan. 9.—Alec Abramson, vice-president of the Chuncky Chocolate Corporation here, leaves this month on his 46th cross-country sales trip.

Abramson will visit brokers and accounts in the Midwest, Southwest, Rocky Mountain, West Coast areas and will plug the Chuncky Chocolate Bar, Sugar-Tonsted Peanuts and Sweet 'n' Low, the low-calorie bar made by Chuncky's "Dandy Candy Division."

KARL GUGGENHEIM presents the greatest feature action TELEPHONE DIAL



\$16.00
per telephone
F.O.B. N.Y.

Here is a real collector's item! An authentic reproduction of the telephone dial that actually revolutionized the dial and took the real thing. Available in action around vending machines with the Guggenheim Dial.

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BUBBLE, CHICLE
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New LOW factory prices

Bubble Ball Gum, 140-170

9 210¢ ea. 24¢ lb.

Cling-Vend Ball Gum, 120

120 ea. 46¢ lb.

Cling-Vend Chicle, 215 9

120 ea. 45¢ lb.

Cling-Vend Chicle, 320 9 215 9

120 ea. 36¢ lb.

Bubble Chicle, 320 9 215 9

120 ea. 30¢ lb.

150 lbs. lots.

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NEW MACHINES



NATIONAL POST

16 ea. 12¢ ea. 1.92

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RECONDITIONED MACHINES

NORTHWESTERN
16 ea. 12¢ ea. 1.92

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RAKE COIN MACHINE EXCHANGE

16 ea. 12¢ ea. 1.92

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Insurance Ending Proves Big Deal

Continued from page 71

the validating data on the policy. The register keeps track of the number of policies in force, the number of quarters inserted, serving as a cash box check.

The console model consists of the validator and a cabinet, 23 inches wide, 16 inches high and 17 inches deep. The validator sits on a large shelf midway up the length of the cabinet.

Merchandising feature of the vendor is a multi-colored display with flashing lights, along the unit. The legend reads "Airline Trip Insurance," with an airliner pictured with red, white and green lights flashing from the wings, tail and nose. The lights are attached to the backboard with magnets so they may be shifted when another display is desired.

At the bottom of the display is a panel of four photographs, showing the steps to take in purchasing insurance. The display unit, which may be adapted for other vendors, is made by William Melish Harris Associates, New York. Frohman explained that the flashing lights are controlled by a simple time clock mechanism. Service offers new problems for Tele-Trip. The nation is divided into three zones with service managers located in New York, Kansas City Mo., and Los Angeles.

Miami Cig

Continued from page 71

critical report on smoking which appeared in the *Frederick's Digest*. "But it picked up soon after," he said.

The persons interviewed in the survey voiced criticism of high pressure advertising appearing in newspapers, magazines and on radio and television. "Some manufacturers keep harping on the bad news," said one vendor. "They say they will take out of a cigarette, say one vending operator.

"This makes the picture distort cigarettes in general."

The actual servicing is performed by airline personnel, who are dispatched by the company on a part-time basis. While Tele-Trip prefers servicing incognito personnel, the mechanical ability is not required.

"The service consists primarily of keeping the racks filled with policy slips and taking out the validating ability if it occurs. When any serious malfunction occurs, the service manager is phoned and instructions are given over the wire."

Spax Units

As the vendor breaks down into three principal units, spare the key at the airport, with the spare simply replacing the malfunctioning unit. When parts must be shipped, the process can be completed in a matter of hours, in most cases, as parts are kept at other airports and service managers know how to eliminate repair in a day.

Tele-Trip goes out and gets business. For example, rather than installing the unit and waiting for business, the firm sends direct mailings to the airlines and personnel use airplanes.

Supplies of policy blanks are in the vendor and he has to have the traveler fills out the blank at his leisure and merely inserts it in the vendor and deposits his coins when he is at the airport.

Matter of Seconds

The theory is that the air traveler may be rushed at the airport and won't have time to fill out the blank. However, he can deposit his coins before the plane leaves, and the blank is already filled out.

Cities in which Tele-Trip machines are located include Los Angeles, Kansas City, Mo.; St. Louis, New Orleans, Omaha, St. Paul, Minneapolis, Indianapolis, Milwaukee, Houston, Dallas, Phoenix, Arizona, Pittsburgh, New York, Toledo, Oklahoma City, Baltimore, D.C., St. Paul, Minneapolis, St. Louis and Syracuse.

Am. Tobacco Picks Findlay, Ganshow

NEW YORK, Jan. 8.—A. Gordon Findlay and Charles Ganshow that week were named to the board of directors of the American Tobacco Company, it was announced by Paul Hagan, president.

Both men have been vice-presidents of the American Cigarette & Cigar Company, a subsidiary recently merged as a division of American Tobacco.

Findlay also was appointed to the board of directors of the company and will have charge of all cigar brands of the company and cigarette brands of the company, with American Tobacco and its subsidiaries since 1911.

Penny Unveils

Continued from page 71

as capacities are adequate for the round trip. Most of the servicing is done in New York.

The new machine is not new to the Penny. A similar car, but with less equipment, has been operating in the New York City area for two years. However, the new machine is different as the five-column cigarette vendor is from the multi-selection multi-price line of today's machines.

No Tables

The first car had no tables and the second car had no tables. The first car had to walk to the car, make their purchases at the vendors, then go back to their seats and wait. The new model has tables providing space for passengers, and the car which serves alcoholic beverages, and simple food selection.

The company is providing service to Penny passengers, Sidney H. Phelps, manager of the railroad's dining car department, pointed out that the automatic machine has plus features for the road. He explained that the cars are placed on runs which normally do not have dining service, and that they therefore accomplish two objectives. They provide service with a social and refreshment and they provide the road with a higher profit. The car would otherwise not have received.

Labor Biggest Nuisance

Philip Morris' dining car labor service the company spends \$20 for every dollar received. Labor cost accounting for the biggest nut, 75 cents. On the automatic coffee, it adds up to \$1.50 for \$1.50 for every dollar received.

Altho the dining car service lost \$3,500,000 in 1952, Phelps has no illusions about automatic buffet. The fets wiping out this deficit. He pointed out that it could be used on a fairly short, heavily-trafficked runs, like New York-Washington, and there aren't enough of these. Nevertheless, he added, it will cut down the deficit, and the Pennsylvania Railroad, like any other line, is always interested in cutting deficits.

Menus Offered

To promote automatic buffet sales, the railroad distributes menus to passengers, pointing out that 75 cents will buy a cup of fruit juice, a fresh sandwich, ice cream and milk or coffee. The menus include fruit drinks, ham, and ham and cheese sandwiches, coffee, chocolate drink, soft drinks, candy bars and cigarettes. Phelps added that the railroad is waiting for the traffic pattern to settle before adding any more automatic buffet cars.

Mills Vender

Continued from page 71

Cup Company made the presentation. Vending Departments Automatic merchandising set-up will be great for the vending machine industry in general, and vending in particular, said Mills.

He predicted that, on the basis of the sale of new Mills coffee manufacturers, "within the next five years soluble coffee will virtually dominate the coffee market."

He estimated that in the "very near future more and more plant cafeterias will be gradually replaced by vending machines." "Sanitary regulations concerning coffee vending machines will become more rigid," Mills said, "and manufacturers who attempt to keep the difficult problem of completely meeting all health requirements by making machines which 'just get by' are liable to be caught holding the bag."

Jennings Milk Mach. Delayed

CHICAGO, Jan. 8.—The new dual-selection carton milk vender announced by O. D. Jennings & Company last August has not as yet been placed in production, according to a company spokesman.

Initially scheduled for delivery early last fall, the machine was delayed by mechanical problems for delivery sometime this month.

O. D. Jennings death last November interrupted production plans, it is believed.

The machine vends one-third quarts, pints or quart-size cartons, or any combination of the two. Weighing 60 by 48 by 30 inches, the basic mechanism is the same as that used in earlier Jennings milk venders.

P-M Sets Date

Continued from page 71

There are currently 438,428 B&B common shares outstanding. The company last August had not as yet been placed in production, according to a company spokesman. In a letter to stockholders, Alfred E. Lyon, board chairman and president of P-M, said that the board of directors, although not required to do so by the corporation charter, are submitting the proposal to the stockholders "because of the size and importance of the move."

When the move is completed, it will give Philip Morris a complete cigarette line—regular and king-size PM's and filter-tip PM's.

What the actual vote will mean is that PM and Parliaments will co-ordinate their advertising and promotion and that the full facilities of PM will be available for Parliaments promotion.

For the vending operator the move would undoubtedly boost the sale of Parliaments brands, which offer a higher profit than the do-no-premium priced brands.

Initially, the merger will probably mean increased competition for the operator, little of whose current equipment is designed to handle flat-pack premium-priced brands.

Former factors In recommended stock acquisition of Benson & Hedges stock, the Philip Morris proxy statement notes.

"The demand for filter cigarettes has been increasing for many years. There are currently three principal brands, in addition to Parliaments, on the market. The three brands are manufactured by large tobacco companies, and two more were introduced in 1952 and 1953."

"While the demand is still small, both quantitatively and in relation to the total cigarette market, it has grown rapidly and has attained proportions that make it an advisable market presentation in this market be secured for Philip Morris."

When the acquisition is approved, the following Benson & Hedges officers will become members of the Philip Morris board: Joseph Cullman Jr., chairman and president; William H. Morris, executive vice-president; and Joseph Cullman III, president.

Philip Morris will become chairman of the Philip Morris executive committee and Joseph Cullman III will become a Philip Morris vice-president.

Philip Morris officials would continue in their current posts.

Cig Smoking

Continued from page 71

which cigarette tax revenue declined 128 per cent for the first nine months of 1953, compared with the same months of 1952.

By the end of October, the decline was 128 per cent. The current year's decline in the Federation of Tax Administrators' estimate of cigarette tax revenue in 1953, it was assumed that they would have declined at the rate of consumption by the pack. This assumption is in keeping with the decline in cigarette tax revenue since 1944. The percentage of king-size cigarette consumption has risen from 3.5 per cent to 28 per cent.

The tax group maintains that the adverse effect of filter cigarettes and the alleged relationship between smoking and lung cancer have caused smokers to be more conscious of the health factor, with a resultant modification in smoking habits.

In the 41 States taxing cigarette consumption, the rate per cent in the first quarter of 1953, compared with the first quarter of 1952, ranged from 2.8 per cent of each of the next two quarters.

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1—1434 Rock-Ola	\$429.50
2—52-50	449.50
10—244 Seaburg	2.88
14—244 Seaburg	109.50
10—1415 Wurlitzer	129.50
10—1415 Wurlitzer	79.50
10—1415 Wurlitzer	3.95
10—1415 Wurlitzer	2.95
10—1415 Wurlitzer	2.95

BINGO & MISCELLANEOUS

GENCO INVADERS	WRITE
1—Bally Braulies	\$269.50
1—Bally Braulies	189.50
1—Bally Braulies	99.50
1—Bally Bright Lines	104.50
1—Bally Bright Lines	79.50
1—Bally Bright Lines	99.50
1—Bally Bright Lines	169.50
1—Bally Bright Lines	169.50
1—Bally Bright Lines	129.50
1—Bally Bright Lines	129.50

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KIDDIE HIBES

1 Musical Merry-Go-Round	\$279.50
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ARCADE EQUIPMENT

1 Arcade Machine	\$79.50
1 Arcade Machine	89.50
1 Arcade Machine	99.50
1 Arcade Machine	109.50
1 Arcade Machine	119.50
1 Arcade Machine	129.50
1 Arcade Machine	139.50
1 Arcade Machine	149.50
1 Arcade Machine	159.50
1 Arcade Machine	169.50

TELEPHONE MACHINES

1 Telephone Machine	\$129.50
1 Telephone Machine	139.50
1 Telephone Machine	149.50
1 Telephone Machine	159.50
1 Telephone Machine	169.50
1 Telephone Machine	179.50
1 Telephone Machine	189.50
1 Telephone Machine	199.50
1 Telephone Machine	209.50
1 Telephone Machine	219.50

WALL BOXES

1 Wall Box	\$79.50
1 Wall Box	89.50
1 Wall Box	99.50
1 Wall Box	109.50
1 Wall Box	119.50
1 Wall Box	129.50
1 Wall Box	139.50
1 Wall Box	149.50
1 Wall Box	159.50
1 Wall Box	169.50

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Wurlitzer 2000, 25, 100, 250, Reconditioned	\$129.50
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Wurlitzer 2000, 25, 100, 250, Reconditioned	149.50
Wurlitzer 2000, 25, 100, 250, Reconditioned	159.50
Wurlitzer 2000, 25, 100, 250, Reconditioned	169.50
Wurlitzer 2000, 25, 100, 250, Reconditioned	179.50
Wurlitzer 2000, 25, 100, 250, Reconditioned	189.50
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Wurlitzer 2000, 25, 100, 250, Reconditioned	209.50
Wurlitzer 2000, 25, 100, 250, Reconditioned	219.50

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Continued from page 71

venders and, more importantly, one of the most respected. Today, his volume is so big that it requires the work of a full-time serviceman, a salesman, himself and his wife, to keep machines serviced and in operating order.

Point No. 1 in establishing his route, according to Thorwald, was "selling the tough nuts."

Well-dressed, distinguished in appearance, he simply went out to sell penny vending as a dignified business, calling successfully

on the Republic Drugstores, operating a chain of several stores thru Denver, an even larger chain of theaters, many big, independent drugstores, creameries, confectioneries, etc. Also included were two chains of Denver supermarkets, and many large, independent grocery stores.

Right Approach

In such instance, Thorwald made a pleasant "first impression." Introducing himself to the supervisor or head of the firm, he prom-

ised handsome machines, swift, reliable service, healthful, sanitary products and, most important, an automatic means of serving children.

He emphasized his own long business background in the Colorado capital, excellent credit rating, etc., as well.

One by one, these "tough nut" location owners agreed to at least a trial period. Thorwald is extremely proud of the fact that he has never had to remove a vender since, at the location owner's request.

Almost all of these locations reflected real "flume," inasmuch as they are in heavily trafficked shopping areas, in attractive stores, and exposed to many more children than the usual location. To "keep the location owner sold," Thorwald instituted an unusual step in servicing his machines which attracted much

attention and a better profit per unit.

This was the hiring of a woman "decorator," whose sole responsibility is to artistically place the globes on penny vendors to present a pleasing picture. It is most important, to give the juvenile customer a real idea of the charms contained within.

Charm Artistry

Thorwald uses a liberal mixture of charms, confections or balloons, and, in every instance, sees to it that the charms are of confect and charms give the vending machine customer an idea of what he may receive.

"We never merely throw in a globe," he says, "into my way of thinking, that is a waste of time. Every globe must be as artistically arranged as possible. We can accomplish this by picking up empty machines and replacing them with full ones for the most part."

Also, he uses a calendar-pod system, based on the records of each machine's sales volume to make "automatic calls" for service. Thorwald prefers to depend on telephone calls from location owners. The telephone number is prominently posted on the back of each machine.

At every service call, clean cloths are used to wipe every machine free of dust and soil. Chromium polish is often applied to bring them up to a maximum luster. Only by keeping machines clean, can "buy appeal" and the location owner's willingness to keep the machines in plain sight be maintained, Thorwald feels.

"Triple" Pay

In many of his locations, particularly where school-children traffic is heavy, Thorwald uses a triple combination consisting of one 5-cent charm vender and two 1-cent machines, mounted side-by-side on a heavy circular pedestal base.

The Denver property tax makes it expensive to maintain "triples" within the city limits, but out in the suburbs, these are predominantly favored. Incidentally, Thorwald considers that the minimum income per machine per week must be 50 cents net, and he quickly pulls any vender which fails to meet these standards.

In some instances, when he has informed a supermarket operator, chain drugstore manager, etc., that it will be necessary to remove a machine thru lack of volume, sales have suddenly and mysteriously built up during the following week.

Thorwald attributes this to the fact that location people begin "selling the machine's convenience" by giving them better spots in the store, pointing them out to youngsters, etc., rather than to lose them.

Distributing interests take Thorwald out of the city frequently, and during that time, route operation becomes the responsibility of his wife and the firm's full-time salesman.

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"CLUB MODEL" Saddle & Turf

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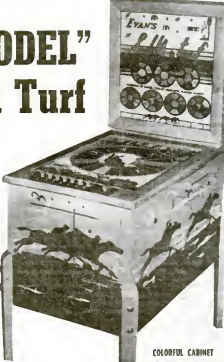
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YOU GOTTA GET ...



GOTTLIEB GREEN PASTURES

TO GO PLACES!

EXHILARATING ... ENTERTAINING ... EXCITING!

Watch this ...

Rotation Sequence ...

from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score! ...

Making A-B-C-D Roll-Over lights Targets
for super-point score.

Extra Replay ...

When all A-B-C-D letters are
out, mystery letter lights up
for REPLAY.

**MORE
PLAY
INDUCERS**

Sound Effects
3 Pop Bumpers
2 Flippers



D. Gottlieb & Co.

1140-SO N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR
DISTRIBUTOR!



Operators* Get

MORE VALUE

from The Billboard

... because The Billboard circulation is ABC-paid!

ABC stands for Audit Bureau of Circulations

The Audit Bureau of Circulations is an independent organization with a single purpose and function: to audit and certify the paid circulation of its member publications.

An ABC-paid circulation is a sound barometer of reader interest.

Readers are willing to pay for a publication only if they are getting their "money's worth" in terms of news, useful editorial services, etc.

So the editors of an ABC publication must constantly work to deliver exactly what the readers want—or suffer a loss in subscriptions.

In the coin machine field only The Billboard is a member of the Audit Bureau of Circulations.

* When operators get more value, so do advertisers!



A Continuing Story of
**Leadership
in Action**

JANUARY CLEARANCE SALE!

SHUFFLE GAME BARGAINS

Un. Imperial	2475	18-37 Rack-Girls	10.00
Un. Clonides	2485	15-21 Am. Bank Board	10.00
Un. Connel	2495	SHUFFLEBOARD SUPPLIES	
Un. Tenny Jr. Star	2495	Shuffle Game Writ. Case (13)	5.00
Un. Star	2505	Push. Tilt Crm. (13)	5.00
Un. Official (Mach.)	2515	Score Sheet, 12 pads	2.00
Un. Deluxe & Player	2525	Flourescent Light	10.00
Un. Player W. Farm. Top	2535	Used Rack-Off Shuffleboard	10.00
Un. Player W. Farm. Top	2545	Alky. 40"	10.00
Un. Player W. Farm. Top	2555	New Shuffleboard Scoreboard	10.00
Un. Player W. Farm. Top	2565	Overhead	10.00
Un. Player W. Farm. Top	2575	Wall Model	10.00
Un. Player W. Farm. Top	2585	New Shuffleboard Scoreboard	10.00
Un. Player W. Farm. Top	2595	Overhead	10.00
Un. Player W. Farm. Top	2605	Kenney Bowling Champ	10.00
Un. Player W. Farm. Top	2615	Kenney Bowling Champ	10.00

SHUFFLE CONVERSIONS

Un. Shuffleboard	10.00
Un. Shuffleboard	10.00
Un. Shuffleboard	10.00
Un. Shuffleboard	10.00

PHONOGRAPH

Un. Phonograph	10.00
Un. Phonograph	10.00
Un. Phonograph	10.00
Un. Phonograph	10.00

PURVEYOR

DISTRIBUTING COMPANY

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CHICAGO 19, ILLINOIS
PHONE: JUMPER 8-1814

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BINGOS

DUDE RANCH	WRITE
BEACH CLUB	315
YACHT CLUB	315
BEAUTY	315
PALM BEACH	315
BEACHES	315
ATLANTIC CITY	315
CONET ISLAND	315
BRIGHT SPOT	315
SPOTLIGHT	315

SHUFFLE ALLEYS

CLASSIC	\$360
OLYMPIC	295
TON FRAME STAR	295
DELUXE 6 PLAYER	295
DELUXE 6 PLAYER	295
DELUXE 6 PLAYER	295
DELUXE 6 PLAYER	295
DELUXE 6 PLAYER	295

GOTTLIEB'S GREEN PASTURES

NEW! TERRIFIC!

ILLINOIS, IOWA OPERATORS: ENTER

YOUR ORDER NOW FOR IMMEDIATE SHIPMENT!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSITY BLVD. Phone: Buckingham 1-8456 CHICAGO 10

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome

face supports. For 25 or 100 play by a single

play switch-over. Large Nat'l Coin Rejector Box.

OVERHEAD MODELS

Marshall (15-21) 50 pts. \$125.00 ea.

MARVEL MFG. CO. 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel. Dickson 2-2424)

what makes a smart operator?

A smart operator is one who studies his locations, the skill of the players and the competitive games in that location. He evaluates the potential of the location and adopts his equipment to meet the needs of this particular spot.

Shuffle-Pool is designed so that a simple adjustment permits tightening or liberalizing the scoring. This is only one of many features in the new Shuffle-Pool that makes it adaptable for the right location.

SEE YOUR DISTRIBUTOR TODAY
Let him explain this and other outstanding features of SHUFFLE-POOL.

GET IN ON BIGGER PROFITS FOR 1954

GENCO

MFG. & SALES CO. 2621 N. Ashland Ave., Chicago 14, Ill.

GENCO'S Shuffle Pool

- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
- ENDLESS COMBINATIONS of Straight and "Bank" Shots (with Live Rubber Rails)
- 18 SHOTS PER PLAYER
- 50 SECONDS PLAYING TIME



ALL THE FEATURES OF A BOWLING GAME!

- Furnish Playfield
- Rollaway Wire Fences
- Rollaway Puck Return
- Size 8' x 2'

FOREIGN BUYERS!

It's smart to do business with **THE** firm that does the most for **YOU**

We stock the most complete line of new and used . . .

KIDDIE RIDES

including

Bally **Champion**
Space Ship **Speed Boat**

Proven the Most Successful Rides Ever Made
All used equipment International reconditioned like new for perfect performance.

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

Branch: 817-821 W. Leukowaska Avenue, Scranton, Pa.

COIN MACHINE SALESMAN

One of the oldest and largest distributors in the Eastern part of the country, with several important franchises in games, amuse and music, has a once-in-a-lifetime opportunity for a top-flight salesman. We are increasing our sales staff to handle an additional major franchise and its intensive coverage with established lines. Substantial, densely populated territory, lucrative and active market. We offer every co-operation and incentive, real compensation and uncanceled opportunity to build your own future to a salesman who can deliver. We want replies only from thoroughly experienced men with proper record of references. "Smear" report or "dick" men. Write for full detail. We guarantee strictest confidence. Our employees know all this ad. If promising, we will pay expense for interview or we will come to you.

BOX D-97

CINCINNATI 22, O.

4/4 THE BILLBOARD

VERY CLEAN

50-SEWING WS (3 Wm) \$ 6.95
WALL BOXES \$ 6.95
New Clocks \$ 6.95
Gentle SKILL POOL \$ 49.50
Gentle QUARTETTE \$ 19.50
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Gentle MINISTEL MAN \$ 9.50
Early ATLANTIC CITY \$ 95.00
Early POLICE \$ 195.00
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UNIVERSITY COIN MACHINE EXCHANGE
654 N. High St., Columbus 6, Ohio
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WORLD WIDE . . . Best Always—All Ways!

PIN GAMES

QUICKSHOTS	195	GENTLE	195
SHOOTING	195	SILVER SEATS	195
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QUINTETTE	195	FOUR CORNERS	195
CHINATOWN	195	TIMES SQUARE	195

SHUFFLE GAMES

United 100 FRAMES STAR	375
United CLASSIC	375
United OLYMPIC	375
United IMPERIAL	375
Chicago DOUBLE SCORE	375
Chicago TRIPLE SCORE	375

IN STOCK . . .

PALM SPRINGS	GUDE RANCH
YACHT CLUB	FOOLIE
BEAUTY	CARANA
810	PALM BEACH
TROPIC	

ROCK-OLA FIREBALL, 120 Selection,
45 RPM Phonograph. SPECIAL \$495



Phone: 4-2300

Chicago 4
2310 N. Western Ave.

RECONDITIONED SHUFFLE GAMES

Un. Classic	\$200	Un. Super	\$250
Un. Olympic	\$200	Un. Super	\$250
Un. Super	\$250	Un. Super	\$250
Un. Super	\$250	Un. Super	\$250

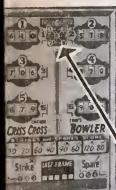
HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS. WRITE

SPECIALS IN STOCK—RECONDITIONED
Good Light \$100
Beauty \$100
United Leader \$100
Beauty \$100

CLAY MEMOROFF • CHARLEY PIERI
Monarch Coin Machine, Inc.

2357-59 N. Lincoln, Chicago 16, Ill.
Lithuania 3-3062, 3

chicago coin *Does it Again!*



OPERATORS
EVERYWHERE
ACCLAIM NEW
BOWLING GAME
MOST EXCITING
ATTRACTION
EVER INTRODUCED!

CRISS CROSS

BOWLER

Featuring **PROGRESSIVE
ADVANCE SCORING**
— Plus: —
TRIPLE-MATCH SCORING

LOOK!

8 Ways To CRISS CROSS By Matching
Numbers—Numbers on CRISS CROSS Panel
Carry Over From Game To Game Until A
Line Is Completed.

Plus

★ Match A Number & Star —
and Crown Feature!

★ Advance Scoring Feature! ★ Giant Pins!

★ Beautiful Cabinet Styling! ★ 5 or 10 Frame Play!

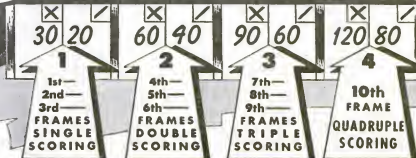
★ 45 Second Scoring!

**chicago
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MACHINE COMPANY 1725 West Diversey Chicago 14, Ill.

chicago coin's

ADVANCE BOWLER



★ *Featuring* **ADVANCE SCORING**

★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 Second Scoring! Multiple Scoring
on Strikes and Spares only!

★ Adjustable to Play 5 Frames

★ Giant Pins!

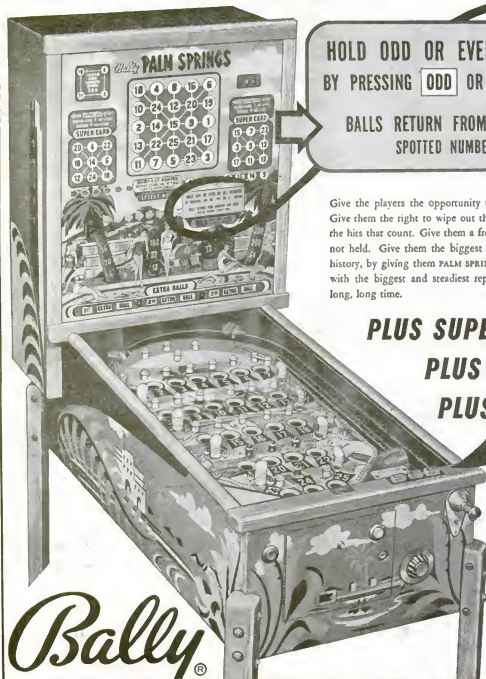
1725 West Diversey Chicago 14, Ill.

**chicago
coin**

MACHINE COMPANY

HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with BALLS RETURNED from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS
BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them **PALM SPRINGS** by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

Built into **PALM SPRINGS** are all the profit-proved features of the greatest Bally in-line games... plus the new **HOLD** idea, greatest innovation in pin-game design in years. Get your share of the **PALM SPRINGS** profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Bally®

PALM SPRINGS

UNITED'S

RIO

with NEW SPELL-NAME Feature

Spell **R-I-O** for 4-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell **R-I** for 3-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

ALL BALLS IN R-I-O POCKETS
RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

5

SPOT A NUMBER
EXTRA BALL
3 in Line Scores 4 in Line
BOTH SUPER CARDS
BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:

BACK GLASS SLIDES OUT
EITHER SIDE
BACK GLASS MECHANISM
TILTS FORWARD FOR
EASY ACCESS
HINGED FRONT DOOR
HINGED BACK DOOR

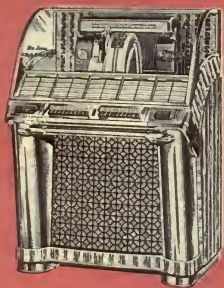
SELECTOR
KNOB

SEE YOUR DISTRIBUTOR

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UNITED'S
LEADERAND
CHIEF
SHUFFLE
ALLEYSNow at your
DistributorSTANDARD
PINBALL
CABINET
SIZEAVAILABLE
IN 2 SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

HIGH FIDELITY



ALL THE WAY

THE *Select-o-matic* HFG
100

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 77, Illinois



The Select-O-Matic "100" HFG gives new tonal realism and presence to recorded music. The reason is simple—it's high fidelity all the way—from the pickup, through the amplifier, to the speakers. See your Seeburg Distributor.

America's Finest and Most Complete Music Systems